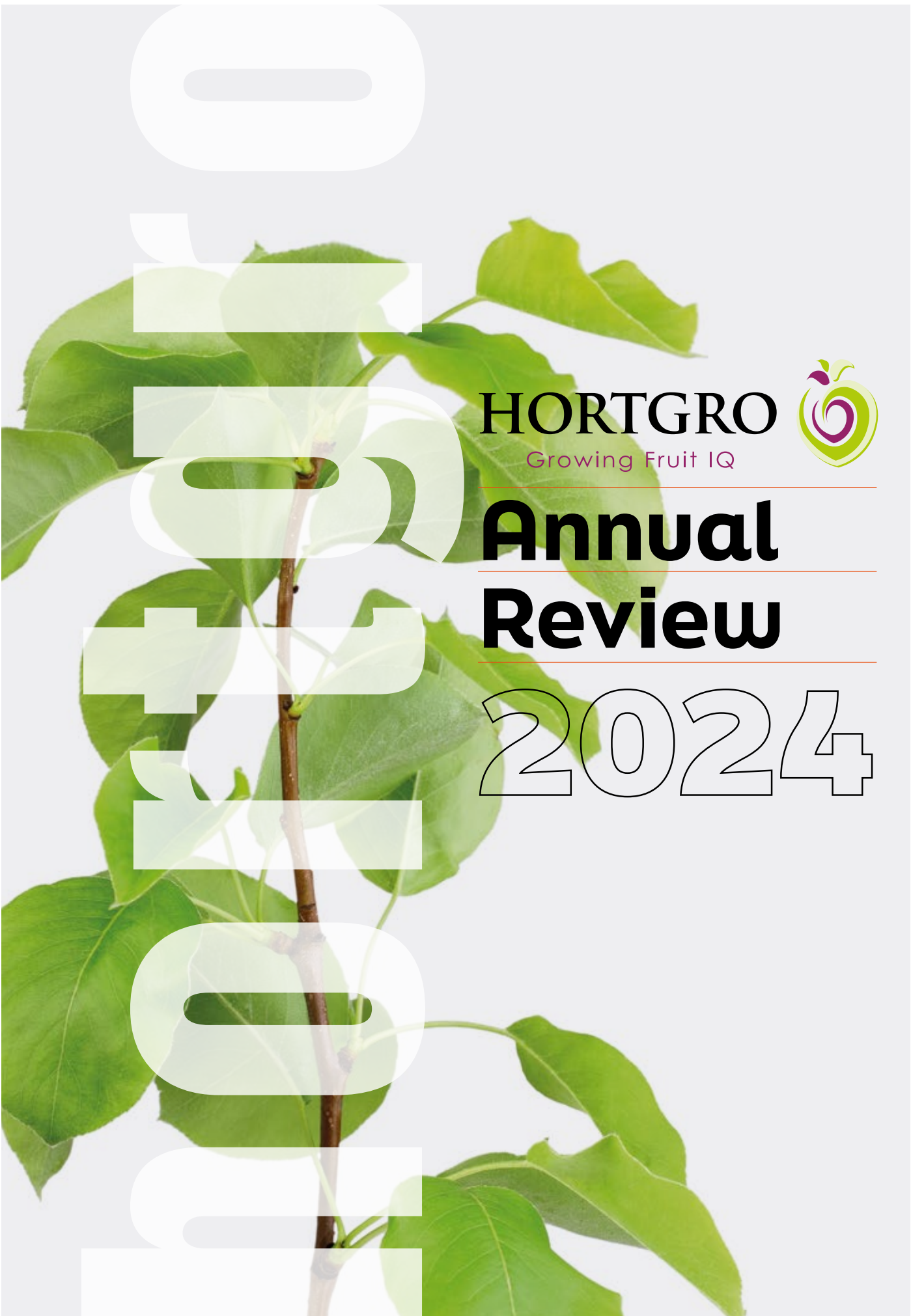




HORTGRO
Growing Fruit IQ



Annual Review

2024



HORTGRO

Vision:

Inspiring Inclusive Growth

Purpose:

To create an enabling environment for the Deciduous Fruit Industry (DFI)

Vision

Purpose

Mission

2024



Mission:

To facilitate a fair, sustainable and competitive Deciduous Fruit Industry focussing on:

- > Research and development and associated technology-transfer
- > Market access and trade facilitation; Logistics
- > Transformation, Black Economic Empowerment and Land Reform, including Economic Development, Socio-Economic Development and Industry Learning and Development
- > Stakeholder/Government engagement, influencing policy, collaboration, and public relations, establishing a unified voice for the industry
- > Industry support services, including Admin and Financial services, Secretarial Services, IT, HR, Resource Management and Sustainability¹.

¹ Includes economic sustainability, environmental/climate change issues, water, carbon, tax, MRL and related compliance matters.

Hortgro's relevance and role as gatekeeper in the industry are:

- a. One voice as part of organised agriculture, civil society – locally and globally
- b. Knowledge repository – Relevant and trusted, empowering producers to make informed decisions with regards to compliance issues, protocols and regulations, including self-regulation and industry discipline, information and intelligence
- c. Influencing, lobbying, ensure access to Government and other stakeholder networks
- d. Collaboration and joint functions
- e. Ensuring a stable and broad funding base.

(Left to right)
Anton Rabe, Unati Speirs,
Nic Dicey, Angelo Peterson
and André Smit

Our Leaders BOARD OF DIRECTORS 2024

S T O N E F R U I T I N D U S T R Y

01 Hortgro PURPOSE | MISSION | VISION

02 Our Leaders | BOARD OF DIRECTORS

CHAPTER 1 | GENERAL REVIEW

04 Anton Rabe | EXECUTIVE DIRECTOR

CHAPTER 2 | PRINCIPLE MEMBERS

06 Hortgro Pome Chairman's Report

Nic Dicey | HORTGRO POME CHAIRMAN

08 Hortgro Stone Chairman's Report

André Smit | HORTGRO STONE CHAIRMAN

10 Hortgro CherriesZA | Piet Bosman | VOORSITTER

12 Hortgro Dried Tree Fruit | Ben Kotzé | VOORSITTER

CHAPTER 3 | HORTGRO SERVICES

14 Management Services | Louis van Zyl

HORTGRO GENERAL MANAGER

16 Communications | Elise-Marie Steenkamp

GROUP COMMUNICATIONS MANAGER

20 Hortgro Science | Wiehann Steyn

GENERAL MANAGER

22 Plant Material Management | Hugh Campbell

PLANT MATERIAL MANAGER

24 Trade and Markets | Jacques du Preez

GENERAL MANAGER: TRADE AND MARKETS

26 Information and Market Intelligence | Mariette Kotzé

GENERAL MANAGER

38 Hortgro Economic Development and Transformation

Cynthia Mahlathi | ECONOMIC

DEVELOPMENT MANAGER

30 Resource Management and Sustainability

Nitasha Baijnath-Pillay

32 Learning and Development | Astrid Arendse

MANAGER HUMAN RESOURCES/LEARNING

AND DEVELOPMENT



CHAPTER 4

| INDUSTRY SERVICE ENTITIES

34 SAPO | Jacques Jordaan | ACTING CEO

37 FruitFly Africa | Ghian du Toit | MANAGER

39 Culdevco (Pty) Ltd | Mishkaat Anderson
GENERAL MANAGER

41 Cultipowered NPC | Dr Konanani Liphadzi
CHAIRPERSON

42 Hortfin Michael Brinkhuis
CHIEF EXECUTIVE OFFICER

44 Tissue Culture Facility | Charmaine Stander
LABORATORIUMBESTUURDER

46 Sagtevrugteplantverbeteringsvereniging
Rachel Kriel | BESTUURDER PLANTSA

48 Deciduous Fruit Industry Development
Trust | Nic Dicey | CHAIRPERSON

49 Vrughtewerkersontwikkelingstrust
Wimpie Paulse | VOORSITTER

CHAPTER 5

50 Hortgro in Pictures

64 Contacts

Anton Rabe

EXECUTIVE DIRECTOR

Climate change and related severe weather-related incidents, not only locally but globally with super storms, floods and unprecedented heat waves; continued challenges in our logistical chain, especially the key ports of Durban, PE/Ngqura and Cape Town; and the rising prevalence of new pests and diseases in many of our production regions, continued to drive the narrative of a year that turned out better than initially expected.

And, after a good cold and wet winter with full irrigation dams in most of our production regions, we are looking at an above average crop in the 2024/5-season despite the impact of late frosts and cold damage on some of the early stone fruit varieties. On the logistical front things are looking better, but we do expect continued challenges especially in the peak table grape and stone fruit shipping period which will necessitate the continued use of alternatives to the respective container terminals.

With a new hope in the country following the establishment, and thus far mostly intact GNU, and related positive economic indicators such as the start of a cycle with lower interest rates, a stronger exchange rate (albeit with its particular challenges for us as export driven industries!), a vibrant JSE, and an outlook of higher growth rates and jobs being created in our economy, we as a nation are in a better place than in the recent decade and more.

Daarby is ons aan die vooraand van toegang tot 'n reeks nuwe markte in die Ooste waarvan sommige al vir meer as 20 jaar aan gewerk word. Dit sal nuwe vraag skep wat tesame met verdere groei verwagtinge in relatief nuwe markte soos die VSA (steenvrugte), China en Indië (kern- en steenvrugte), en Afrika (grootliks appels), sal meebring dat ons bloot te min vrugte het en dat ons aan die vooraand van 'n nuwe groeifase in ons bedryf staan.

Dit maak my opgewonde, maar ongelukkig is wêreldvrede en -handel tans totaal onstabiel en onvoorspelbaar weens die voortselepende konflik tussen Rusland en die Oekraïne; die eskalasie van gevegte in die Midde-Ooste; voortgesette aansprake van China teenoor Taiwan; die diktator in Nood-Korea wat die groter Asiese en selfs wyer gebied potensieel in nog 'n streekskonflik kan dompel; en die seerowery en gepaardgaande gevaar vir die veiligheid van vrag, skepe en bemannings op skeepsverkeer aan die noordooskus van Afrika. (Die goue randjie is dat die see-roete om die Kaap belangriker as ooit is en hopelik sal help dat ons hawens vinniger omgedraai word met die deelname van die privaat sektor.)

Dit, tesame met die “ver-regsing” van die Westerse politiek en hernude proteksionisme vanuit ons tradisionele EU-vennote, en die druk op landbou-chemie met die stadige ontwikkeling en registrasies van alternatiewe, sal die uitdagings m.b.t. die behoud en oophou van bestaande markte, asook toegang tot nuwe markte sekerlik nie makliker maak nie. Die sogenaamde *just transition* m.b.t. groen energie en die kwessie van volhoubaarheid in die breë gaan eweneens bepaalde uitdagings bied.

Volgehoue samewerking met die ander vrugte-uitvoerbedrywe via FruitSA en koördinerende met die Departemente van Landbou en Handel en Nywerheid en gepaardgaande politieke wil, gaan krities wees om sukses op die terrein vol te hou.

Gedurende die oorsigjaar, het Hortgro Pome en Stone die eerste jaar van hulle nuwe vierjaar-heffingssiklus begin nadat die NLBR die bedrywe se aansoek einde 2023 goedgekeur het. Die druk op heffingsvlakke is beslis daar en word as sulks deur die bedryf se leierskap erken - heffings vir die 2024/5-tydperk is byvoorbeeld nie verhoog nie - maar die bedryfsbehoefte bly styg soos meer en meer kwessies op Hortgro en georganiseerde landbou se tafel beland. Derhalwe sal die optimale benutting van gebruikerbetaalde (user pay) dienste en die ontsluiting van alternatiewe finansiële bronne in die komende jaar meer en meer aandag van bedryfsleiers en bestuur verg.

Hortgro continued to work in alliance with various like-minded agri and related structures such as Agbiz, AgriSA and FruitSA locally, and SHAFPE and WAPA globally, given the continued focus on “horses for courses” and not trying to be “everything for everybody”. This approach will continue

DFPT Finance

Statutory levies

Pome fruit (per kg)

Fruit	STD levy *	Export MDL	Total local levy	Total export levy
Apples	R0.0530	R0.0285	R0.0530	R0.0815
Pears	R0.0530	R0.0285	R0.0530	R0.0815

(No local MDL payable. Only standard levy payable on local volumes)

Stone fruit (per kg)

Fruit	STD levy *	Export MDL	Local MDL	Total local levy	Total export levy
Apricots	R0.2250	R0.1180	-	R0.2250	R0.3430
Nectarines	R0.1400	R0.2370	R0.0470	R0.1870	R0.3770
Peaches	R0.1400	R0.2370	R0.0470	R0.1870	R0.3770
Plums / Prunes	R0.1860	R0.1130	R0.0220	R0.2080	R0.2990

*Domestic, exports and imports

Processing (per ton)

Fruit	STD levy
Juice (apples)	R10.40

Stone fruit (per kg) - dried fruit

Fruit	STD levy *	MDL levy	Total levy
Apples	R0.2600	R0.0830	R0.3430
Pears	R0.2600	R0.0830	R0.3430
Apricots	R0.2600	R0.0830	R0.3430
Nectarines	R0.2600	R0.0830	R0.3430
Peaches	R0.2600	R0.0830	R0.3430
Plums / prunes	R0.2600	R0.0830	R0.3430

1 October 2023 - 30 September 2024 (*) Gazette - 06/10/2023. Gazette no. 11629/49405 Vol. 700

with our multi-layered and tiered communication platforms, awareness and information strategy relating to our strategic focus and operational activities to ensure that all our stakeholders are informed and empowered with the necessary decision-making information to optimise their businesses in the commercial space.

Ons weet ons is besig met die regte goed soos vervat binne ons 10-punt strategiese raamwerk soos dit ook weer onlangs tydens ons Hortgro bosberaad herbevestig is. Dit sluit ons transformasie-inisiatiewe in waar die feite en statistiek aantoon dat grondhervorming, ekonomiese ontwikkeling en oordrag van besigheids- en tegniese vaardighede 'n verskil in ons bedryf se waardeketting maak. Dit sal vorentoe help om ons landelike gemeenskappe se deelname in die ekonomiese aktiwiteite en voordele van ons bedryf se waardeketting en welvaartskepping oor generasies heen, prakties en tasbaar te maak.

Ons is ook druk besig om die kwessies rondom, en voldoening aan, volhoubaarheidsvereistes daadwerklik met nuwe gefokusde interne kapasiteit aan te pak en sal voortgaan om die nodige inligting sinvol te verpak en hulpmiddels te ontwikkel om ons produsente en bedryf in die algemeen proaktief te bemagtig en beste praktyke na te volg.



The different fruit type levies administered during 2023/4 were:

Fresh fruit levies
Dried industry levies



Hortgro Pome

Annual Report 2024

Nic Dicey

CHAIRPERSON

With favourable growing and climatic conditions apple and pear volumes saw a steady increase compared to the previous year. The lead up to the 2023/4 season will however also be remembered for the record rainfall experienced which unfortunately resulted in devastating floods and damage to infrastructure in many of our growing areas. Although there has been a slowdown in current investment in new plantings, the effect of previous years' plantings and increasing yields continued to push production and export volumes to record levels.

Marktoegang en die behoud en uitbreiding van bestaande markte bly 'n noodsaaklike fokuspunt by Hortgro Pome om te verseker dat daar 'n huis vir bogenoemde groeiende volumes uitvoervrugte gevind kan word. Die sesmaandelikse vergaderings van die Handels- en Markadvieskomitee wat bestaan uit verteenwoordigers van die bedryf en kundiges in die bemarkingsektor, om die bestuur van handelsverwante behoeftes en uitdagings te kalibreer, het die belang en potensiaal van die Midde- en Verre-Oosterse markte vir Suid-Afrikaanse vrugte herbeklemtoon. Om te verseker dat hierdie markte toeganklik is en bly vir Suid-Afrikaanse kernvrugte, fokus die bedryf daarop om aan protokolle en gepaardgaande vereistes te voldoen. Hortgro se vennootskap met die Nasionale Departement van Landbou is van kardinale belang om te verseker dat markte uitgebrei en ontgin word.

Unfortunately, the past season was once again marred by the logistics difficulties which undermined the cost-efficient export of fruit out of the South African ports. Here the industry is faced with a crisis that has had a substantially negative impact on our producers. Farm gate income, profitability of the sector and confidence in our ability to timeously supply world markets with world class products, are but some of the negative outcomes of these continuing shortcomings that are being experienced due to the inefficiencies in the ports. However, a tremendous amount of effort and input by Hortgro in highlighting the shortcomings and advising on possible solutions to the port authorities should start shining a light at the end of this dark tunnel in the medium to long term. Management restructuring, recognizing shortcomings, investment in new equipment and adhering to agreed deadlines are some of the outcomes of the inputs that have been achieved between the broader business community and the port authorities. Although positively influencing the efficiencies in the ports will be a long-term process, I believe that we are on the right track although a lot of work still needs to be done.

Hortgro Pome streef daarna om 'n omgewing te skep waarin appel- en peerprodusente kan floreer om wêreldklasprodukte te produseer. Sodoende volg dit 10 strategiese fokusareas: wetenskaplike navorsing en ontwikkeling (R&D) en gepaardgaande tegnologie-oordragprogramme, die handel, marktoegang, handelsontwikkeling, logistiek en infrastruktuurprogramme en die transformasie- en ekonomiese ontwikkelingsprogramme tesame met finansies en administrasie, menslike hulpbronbestuur, bedryfsinligting en



Marktoegang en die behoud en uitbreiding van bestaande markte bly 'n noodsaaklike fokuspunt.

mark-intelligensie en kommunikasie wat die kern van die begroting vorm wat jaarliks deur die kernvrugprodusenteraad (PPC) goedgekeur word. Die Hortgro Pome-raad en die PPC (wat alle hoofareas verteenwoordig) vergader kwartaalliks waar appel- en peerkwessies bespreek word. Hier word ook insette gelever deur die talle advieskomitees wat deskundiges en produsente insluit. Belangrike skakeling is ook gedoen met verskeie landbougroepe en individue in die appel- en peerbedryf om produsente direk in te lig oor Hortgro Pome se werk.

The apple- and pear-industry is continuously facing new challenges in striving to produce world class quality products for its clients. New challenges ranging from logistics, new pests, restrictions on pesticides, increased market requirements, input costs, sustainability and climate change, just to mention a few, put increasing pressure on producers' profitability and ability to perform optimally. Hortgro Pome is challenged and geared to identify and continually find ways to mitigate these risks to ensure that the environment that its producers operate in remains as uncomplicated as possible.

I would like to thank and commend the Hortgro Pome board, PPC and Anton Rabe and his team for their dedication and commitment to the cause that makes South African apples and pears relevant and sought after all around the world. The industry needs to stay nimble in addressing all challenges posed to it and I believe we have the correct mix of production and industry support structures in place to ensure our producers stay on top of its game.

In closing I wish you all a successful and prosperous 2025 season.

2023/4 season

André Smit HORTGRO STONE CHAIRPERSON

The 2023/4 stone fruit season presented both challenges and successes, highlighting growth areas and areas for development. Our industry faced logistical issues yet again and fluctuating yields across various fruit types, but positive market trends and new opportunities point toward a bright future. This provided that we continue innovating, improving quality, and working together.

Pruime het 'n ligte oes beleef met slegs 12.2 miljoen ekwivalente uitvoerkartonne, die laagste volume in vier jaar. Sekere areas is erg geraak deur koue weer tydens die blomperiode en ander areas het windskaide gehad. Ten spyte van hierdie afname, was die kwaliteit en vrugsgrootte op pakhuisvlak goed. Prysneigings het 'n opwaartse tendens getoon vir goeie kwaliteit vrugte, maar plaashek-inkomste is benadeel deur kwaliteit verliese grootliks as gevolg van logistieke vertraginge.

Daar is 'n behoefte om die smaakprofiel van ons pruim-aanbod te verbeter. Die verbruiker word oorweldig met 'n wye verskeidenheid van ander vrugte-kommoditeite met 'n baie goeie smaakprofiel. Ons sal as produsente daaraan moet werk om ons produk relevant te hou.

Nectarines continued their growth trajectory, reaching 8.77 million equivalent export cartons. However, the market still lacks price differentiation for new varieties. While more newer nectarine varieties perform well, these improved genetics hasn't translated into higher prices. The mid-term growth of nectarines is projected at 11 million equivalent export cartons that necessitates the opening of new market opportunities. We need new markets like China and USA to

accommodate this growth. The hope is set on the research that Hortgro Science is doing to find out which varieties are suitable to be shipped using cold sterilisation.

Perskes bly stabiel teen ongeveer 1.86 miljoen ekwivalente uitvoerkartonne en het waarskynlik 'n onderste draaipunt bereik. Alhoewel perskes goeie waarde hou, kan 'n beduidende styging in volumes die mark versadig en hul waarde benadeel.

Terselfdertyd het appelkose, met 'n produksie van slegs 480 000 kartonne, die laagste volume in vier jaar bereik. Hierdie sektor bied groot potensiaal vir groei, veral indien ons nuwe, klimaat-aangepaste variëteite met laer kouevereistes en langer oesvensters kan identifiseer.

To ensure the success of new plantings, growers require high-quality, phytosanitary-certified nursery trees. Utilizing tissue culture methods will be essential for producing clean, top-grade nursery stock for our producers. Intellectual property owners must prioritize product development and support after releasing new varieties, including best practices in production and fruit handling. Without this support, promising new varieties may be compromised, and the costs of planting mistakes ultimately fall on the producers.

Nuwe markte, veral in die VSA en China, bied opwindende geleenthede vir pruime, pruimedante en moontlik geselekteerde nektariënvareteite. Om hierdie nuwe markte te beskerm, is 'n gesamentlike benadering nodig om volgehoue prys- en kwaliteitstandaarde te handhaaf. Terwyl korttermyn winste aantreklik mag wees, is die volhoubare groei van ons bedryf afhanklik van gedissiplineerde markpraktyke en strategiese samewerking tussen uitvoerders en produsente.

Prunes represent a significant growth opportunity, especially in Eastern markets. Expanding this market will require suitable new varieties, as we are currently pursuing with apricots. Most newly imported genetic stocks have been found to need high chill hours, which is a challenge as we need to introduce climate-adapted varieties and extend the production window.

Logistieke uitdagings bly voortduur, en skade aan hawe-logistieke netwerke sal waarskynlik jare neem om heeltemal te herstel. Die kombinasie van verouderde toerusting, bestuursuitdagings en 'n gebrek aan strategiese beplanning het 'n "perfekte storm" van vertraginge geskep. Gesamentlike oplossings wat Transnet, arbeidsvakbonde, privaatsektor-oplossings en skeepsmaatskappye insluit, is noodsaaklik. Die teleurstellings met die privatisering van een kaai in Durban herinner ons aan die noodsaaklikheid van gesamentlike belange oor eie belang soek.



We are encouraged by the influx of new entrants and talented young professionals entering the industry. For those who have carried the baton for some time, it is a privilege to witness the new energy and potential. It is essential that we support, mentor, and empower these new voices with respect.

Ek is oortuig dat die steenvrugbedryf 'n ekonomiese draaipunt bereik het en 'n opwindende nuwe fase betree. Deur saam te werk om die verbruiker te respekteer, onself as "Brand South Africa" te posisioneer, en ons hulpbronne verantwoordelik en kollektief te bestuur, lê ons die grondslag vir 'n voorspoedige toekoms.

My dank aan Hortgro, sy personeel en alle bedryfmedewerkers vir hul waardevolle bydraes in hierdie seisoen.

Piet Bosman VOORSITTER

In 'n bedryf waar 53% van die aanplantings nog nie in vol produksie is nie, is daar baie potensiaal, maar ook baie uitdagings. Gelukkig staan bedryfrolspelers saam en word daar met optimisme planne gemaak vir die toekoms.

In 2024 a very interesting desktop study was completed on pitting of cherries, a challenge facing growers around the world. Pitting is a depression or sunken area on the fruit caused by mechanical injury when fruit is dropped or compressed, but the challenge is that it only manifests seven to 10 days later when it is already at the consumer. The study made some recommendations on management, such as pre-harvest calcium sprays, optimum harvest maturity and lining of bins, which was neatly packaged in a Best Practice Guideline distributed to members. A follow-up project is planned to investigate conditions and practices on South African cherry farms, to further tailor-make this Guideline document. This is however not the only research being rolled out – the industry is also funding several projects on post-harvest quality, investigating management practices to reduce decay.

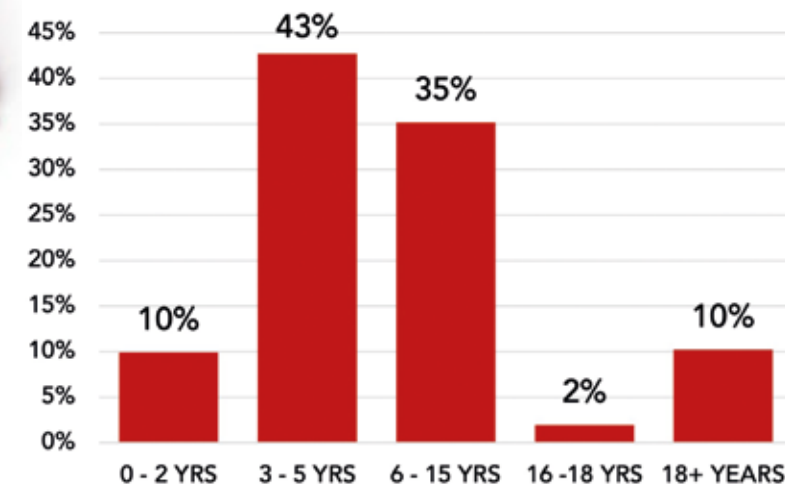
Kersies is 'n nisproduk wat nie noodwendig in almal se begroting pas nie, en daarom is dit baie belangrik dat die uitvoermark optimaal benut moet word. Een so mark is China, maar weens die aard van Suid-Afrika se handelsooreenkoms met China, moet kersies se toegang nog onderhandel word. In 2023 was die skatting nog dat die kersiebedryf binne vyf tot 10 jaar daardie deur sou kon oopsluit, maar weens buitengewone goeie vordering met die huidige steenvrug-onderhandelinge, lyk dit of kersies dalk al teen 2026 na China uitgevoer sal kan word. Die bedryf doen daarom vanjaar alreeds proewe om moontlike koue-behandelingvereistes op grondvlak te toets. Vir 'n produk wat meestal met lugvrag uitgevoer word is hierdie koue-behandelingprotokolle nogal uitdagend en daarom moet die bedryf vroegtydig die potensiële impak bepaal. Europa is tradisioneel die

grootste mark vir SA se kersies, maar toenemende druk vanuit die EU, noodsaak die ontginning van alternatiewe markte. Suid-Afrika is 'n klein rolspeler op die internasionale kersiemark, maar ons is die enigste land wat tydens September vars kersies kan lewer. Vroeë kersies wat in die noorde van die land geproduseer word kan premie-pryse verdien en indien volgehoue kwaliteit dan later vanuit die Wes-Kaap aangebied kan word, kan Suid-Afrikaanse kersies steeds presteer, al is die volumes steeds laag.

A decision was taken in 2023 to also target the local market and to educate the South African consumer about the cherry season and the many advantages the product can offer. The call to action was made a bit late in 2023, but a detailed plan is now ready for roll-out with the 2024 season. Hortgro's Market Development Manager engaged with retailers

to introduce a campaign to make sure South Africans double up on their current consumption of two cherries per person per year.

Klimaatverandering, asook buitengewone klimaatgebeurtenisse (buite-seisoen hael en vloede) noop die voornemende kersieprodusent om sy/haar huiswerk baie deeglik te doen. Danksy samewerking tussen rolspelers en die bedryfsvereniging kan hierdie uitdagings die hoof gebied word en kan die bedryf volhoubaar aanhou groei. Hortgro CherriesZA sien met opgewondenheid uit na die toekoms.



Cherry orchard age distribution in South Africa



Ben Kotzé VOORSITTER

Dried Tree Fruit is as unique to South Africa as biltong and *braai vleis*. In the seventeenth century, the Dutch planted fruit trees at the southern tip of Africa and the fruit were then dried for later use. The long, dry, and hot South African climate is ideal for this process and dried fruits have now become a cultural food enjoyed by many.

As the deciduous fruit industry in South Africa has grown and matured, regulations have been introduced for the dried fruit industry and its exports. In the past, it was overseen by the South African Dried Fruit Council, which, after the deregulation of the agricultural industry, was known as the Dried Fruit Technical Board. In 2019, the dried tree fruit industry underwent a further structural change. This change led to the incorporation of Dried Tree Fruits (peaches, pears, prunes, apricots, apples, and nectarines) into Hortgro's service structure based in Paarl.

A market development campaign for the Dried Fruit South Africa (DFSAs) industry has been initiated accelerating the awareness of the dried fruit industry. This is being rolled out in conjunction with Raisins SA. The key objective of the campaign is to create awareness and attract more consumers to the product. The aim is to educate the consumer on the key properties of dried fruit and how these are of benefit to them in relation to their daily lives. According to market research a gap exists to recruit younger consumers while maintaining the older generation. Emphasis will also be on ensuring the purchase of DFSA specific products over that of competitors by communicating that the DFSA range of products represent the highest quality of dried fruit in South Africa. The campaign is structured around key criteria namely:

1. The target audience, which is women aged 30-45, typically the primary household shopper, motivated to buy the product for both them and their families.
2. The product is a comprehensive range (not one specific product) of superior quality of dried fruit.
3. The consumer usually consumes the product throughout the day either as a snack or as an ingredient.
4. The products is used throughout the day at home, work, in lunchboxes, while commuting, baking and during outdoor activities.
5. Consumers should also purchase the product due to increased energy, nutrients, sustenance, vitamins, convenience, taste and versatility.

The campaign specifically focuses on the benefits and goodness of dried fruit relevant to the consumer's needs.

The dried fruit industry is also investing in the improvement of plant material to ensure producers have access to cultivars that are well-suited to their specific soil and climate conditions, maximizing yield while meeting consumer demands. It's important to note that cultivars suitable for fresh fruit production may not be ideal for dried fruit, so breeders must focus on these specific traits. Additionally, there is a need for apricot varieties that could extend the harvesting period for existing cultivars like Bebeco and Soldonné.



With its concentrated flavours and vibrant colours, dried fruit is a burst of nature's goodness, perfect for any craving.

Economic development has consistently been a key focus and remains a priority. DTF has invested in several farms through a tree subsidy, enabling the establishment of new plantings and the expansion of existing orchards. These initiatives are accompanied by knowledge transfer and mentorship. Future investments are expected to emphasize the development of essential skills for sustainable business growth.

Die afgelope droogseisoen, 2023/4, het 'n goeie winter met genoeg koue-eenhede en winterreën gehad wat 'n goeie seisoen belooft. Ongelukkig het redelike omvangryke rypskade in die tweede week van September 2024 die steenvrug-oes in sekere produksie-areas ernstig geknou en sal steenvrugte negatief raak. Bon Chretien-pere se volumes lyk goed en voldoen aan verwagtinge.

Terugvoer van verpakkers en bemarkers wat betref vrugkwaliteit was oorwegend positief met veral Royal-tipe appelkose wat die afgelope seisoen goeie graderings ontvang het.

'n Baie goeie bemarkingseisoen loop tans ten einde met min tot geen oordragvoorraad van die meeste vrugsoorte. Die bedryf sien dus uit om volstoom te droog vir die komende seisoen met kopers en markte wat gereed staan om lae voorraadvlakke aan te vul.

Skerp stygende insetkoste bly 'n groot uitdaging en die bedryf is besig met 'n proses binne Hortgro om norme vir droogkoste vas te stel. Droogbane kan die norm dan as maatstaf gebruik om aanpassings waar nodig te maak ten einde produktiwiteit en winsgewendheid te verhoog.

Louis van Zyl HORTGRO GENERAL MANAGER

The deciduous fruit industry associations have undertaken various changes from as early as the 1970's. In 1998 after deregulation the DFPT was formed between SAPPA/ SASPA and Table Grapes.

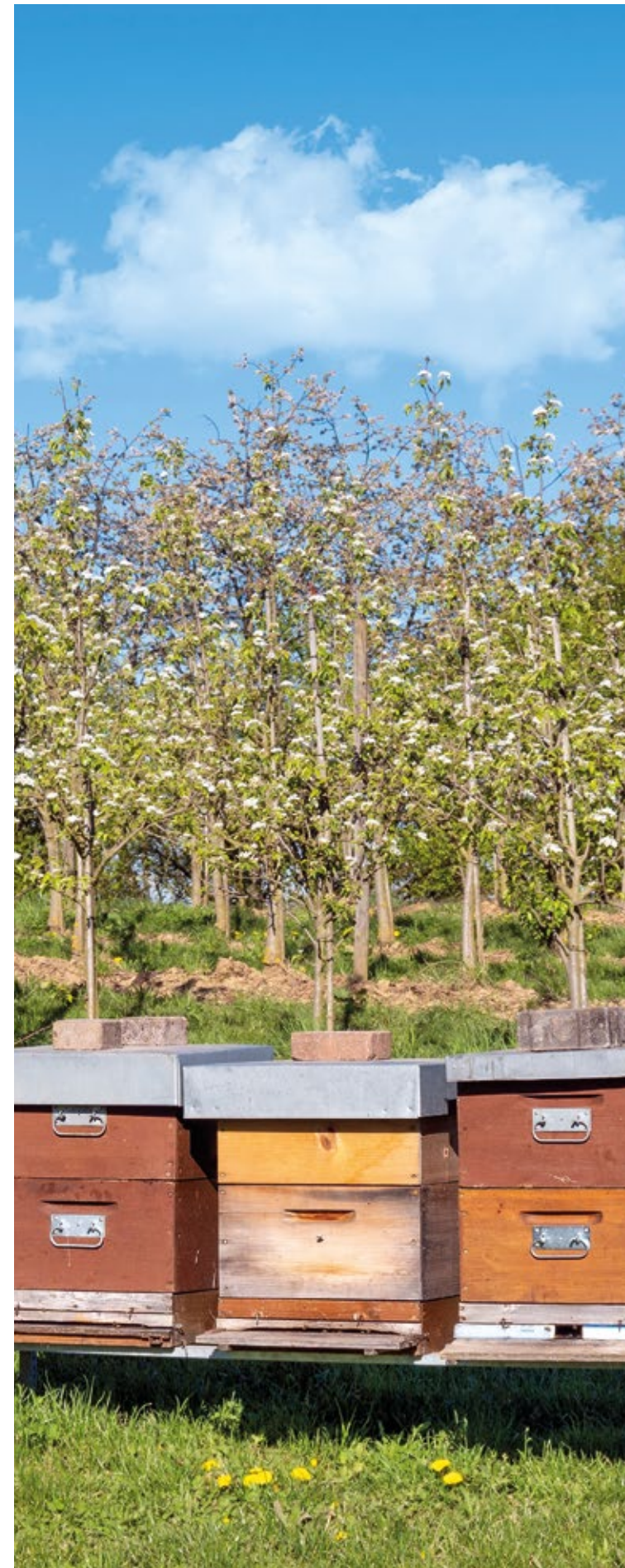
DFPT managed all Financial and Administration functions since inception till early 2005 when it was transferred to Hortgro Pty Ltd.

Since its inception in 2005, Hortgro has been providing a range of supporting functions, including financial and administrative services to several horticultural industry structures. Hortgro Pome, Hortgro Stone (including Cherries and Dried Tree Fruit), Fruit Fly Africa, SA Plant Improvement Organisation (SAPO), Deciduous Fruit Producers' Trust (DFPT), Fruit Workers Development Trust (FWDT), *SA Fruit Journal*, the Deciduous Fruit Industry Development Trust (DFIDT), Culdevco, Cultipower, Hortfin and Tissue Culture Facility counts as its main clients. Hortgro also manages industry properties which have been accounted for in TPS Properties and Upstars. It is also noted that Upstars was reconstituted because SATI and Raisins SA are no longer part of this entity. The three remaining shareholders all from tree fruit are Hortgro Pome, Hortgro Stone and Canning Fruit Producers' Association. Hortgro has also been contracted to provide financial and administrative services to a range of alternative crops such as Cape Flora, pecan nuts and pomegranates, berries, cultivar focus groups such as SA Pink Lady, Greenstar-Kanzi and Forelle associations, as well as the Sustainable Initiative of South Africa (SIZA).

Hortgro het aan die hand van ons strategiese plan reeds begin fokus op ons primêre bedrywe en ons reeds losgemaak van sommige van die alternatiewe besighede/bedrywe. Hierdie sal verder verfyn word in 2025.

Hortgro het ook verskeie versoeke van alternatiewe bedrywe gekry om hulle by te staan. Ons moes dit egter van die hand wys omdat Hortgro nie oor voldoende kapasiteit beskik nie en ons graag op ons primêre bedryfsgroepe, Hortgro Pome en Hortgro Stone, wil fokus.

Hortgro also administers various statutory measures as approved via the National Agricultural Marketing Council (NAMC) in terms of the Agricultural Products Marketing Act and collects statutory levies on behalf of the following organisations: Hortgro Pome, Hortgro Stone, (including Dried Tree Fruit) FruitFly Africa, Cape Flora SA, Pomegranate Association of SA. Levies are ring-fenced within dedicated accounts for every entity and accounted for to both the NAMC and the Auditor-General.



*In totaal het Hortgro
+R385 miljoen die afgelope
jaar geadministreer.*

In addition, Hortgro also invoices and collects payment for various user-pay industry services as provided by some of the entities listed above.

Hortgro is also contracted to implement various programmes in conjunction with other role players:

- The Treasury's Jobs Fund project in conjunction with contributions from the industry (including Vinpro and SATI) and the Land Bank - better known as Hortfin being a R600 million loan funding project of which all funds are being distributed.
- The US Department of Agriculture's Agriculture and Plant Health Inspection Services (USDA APHIS) for the pre-clearance programmes for citrus and deciduous fruit.

Administratiewe steundienste en -funksies word ook aan die verskillende departemente binne Hortgro voorsien.

Safeguarding South Africa's Deciduous Fruit Industry

Elise-Marie Steenkamp
GROUP MANAGER:
COMMUNICATIONS

In vandag se mededingende landboumark is reputasie 'n noodsaaklike bate, veral vir bedryfsorganisasies soos Hortgro. Die bestuur van hierdie reputasie verseker effektiewelik vertrouensverhoudings met internasionale markte, plaaslike belanghebbendes en verbruikers. Die kommunikasiespan het die afgelope jaar baie tyd bestee aan reputasiebestuur en die beskerming van die beeld van Suid-Afrikaanse produkte.

Reputasiebestuur neem verskeie vorms aan, soos deur simposiums, seminare/webinars, artikels, blogs, sosiale media of direkte gesprekke met belanghebbendes en die publiek. Sommige van die drukkendste kwessies waarmee ons te doen gehad het, was logistiek, voedselveiligheid en die gebruik van chemie, asook die hantering van nuwe plae en siektes.

It is important to understand Hortgro's role, as representative of the deciduous fruit sector. Hortgro protects, advises, informs and advocates on behalf of producers and agricultural workers. Its reputation directly impacts the entire agricultural value chain, from farm to export markets.

Key aspects of Hortgro's reputation management

1. Quality assurance: Consumers (local and international) and buyers in global markets prioritize high-quality produce. Hortgro must ensure that its members adhere to quality standards and food safety regulations. Consistent production of premium fruit builds trust with retailers and consumers, while lapses can quickly damage the industry's reputation. The crisis at the Port of Cape Town was a prime example.

2. Sustainability initiatives: Globally, there is a growing demand for sustainable agricultural practices. In the past year, Hortgro appointed a natural resource and sustainability manager to promote its commitment to environmental stewardship (e.g., water conservation, minimizing chemical use, or reducing carbon footprints). Hortgro's reputation hinges on being viewed as a leader in sustainable farming practices, which not only helps with public perception but also aligns with international trading requirements. In this regard we started a webinar series, Hortgro Footprint, that will be followed by several other communication actions.

3. Krisisbestuur: Landbou is kwesbaar vir verskeie risiko's, van plaaguitbrake, en siektebestuur tot klimaatuitdagings. Stompkopkewer (poly phagous shot hole borer) en suzuki-asynvlieg (spotted wing Drosophila) was twee van die vele plae wat ons vanjaar besig gehou het. In samewerking met ander bedrywe het die Hortgro Science-span die kwessie vinnig en deursigtig aangespreek.

Die voortslepende debat oor die gebruik van chemikalieë in die landbou het 'n kookpunt bereik met aktiviste wat met halwe waarhede groot skade aan die bedryf kan aanrig en voedselsekuriteit en werksgeleenthede op die spel plaas. In samewerking met Agbiz en ander belanghebbendes in die bedryf is 'n kommunikasie-aksiegroep gestig om van die kwessies aan te spreek.

4. Stakeholder relationships: Hortgro's reputation extends beyond consumers to its relationships with producers, government bodies and officials, retailers, and other industry players. Maintaining transparency and strong partnerships with these stakeholders is the only way to ensure long-term support and strengthen the industry's credibility.

5. Digital presence and public perception

In the digital age, managing reputation extends to online platforms and social media. Hortgro proactively engaged with consumers, industry experts, and critics online, addressing concerns or misinformation that may arise.

Positive storytelling, such as showcasing success stories of our producers, innovation in farming practices, and community development projects, can help shape a positive perception globally and locally.

Reputasiebestuur gaan nie net daarvoor om op krisis te reageer nie. Dit gaan daarvoor om konsekwent vertroue te bou en te handhaaf deur gehalteversekering, volhoubaarheid, deursigtigheid en proaktiewe kommunikasie om te verseker dat die bedryf wêreldwyd mededingend, veerkragtig en gerespekteer bly.

Kommunikasie is nooit 'n eenrigtingstraat nie. Produsente moet nou meer as ooit aktief betrokke raak en hulself inlig.



The Comms Team would like to thank our Executive Director, Anton Rabe, the Hortgro Communications Advisory Council, and the rest of the Hortgro Management Team, for their guidance and support. "It takes a village ..."



Hortgro Technical Symposium

About 1400 people attended the symposium that took place at the Lord Charles Hotel, Somerset West, from 3 – 5 June, with a pome field day (Koue Bokkeveld/ 6 June), and stone fruit field day scheduled for 12 November. There were no seats available for two technical days (day two and three). A good indication that the symposium is an important event on the Hortgro calendar.

The symposium drew several high-ranking speakers and good sponsorships. The highlight of the strategic business day was without a doubt Stormers coach, John Dobson.



PLAYLIST:



- [Business Day](#)
- [Tech Day 1](#)
- [Tech Day 2](#)



Hortgro Awards

The Hortgro Awards took place on 31 May 2024 at the Lord Charles in Somerset West. About 160 guests attended the function.

We received very positive feedback from the winners, and the guests. Pieter du Toit received the OSH Reinecke Frontrunner Award.



[Find press release here](#)



[Hortgro awards 2024 playlist](#)



[Read more](#)

On 16 April the Hortgro Legacy Foundation (HLF) was launched in Paarl. The HLF endeavours to unlock alternative income streams to augment traditional funding with donor and related contributions to ensure a sustainable future for the pome and stone fruit industries.



[Find press release here](#)



Agri's Got Talent

The launch of the AGT album took place at the end of June. A small gathering raised a glass to this unique project. The album is available on three platforms, being Spotify, Apple Music and YouTube. If you have not listened to it yet, do yourself a favour and enjoy the music brought to you by agri workers.

This year's competition took place on 11 October 2024, at Dawn Mountain, Simondium.

[Press release: Chester fisch wins agt 2024 - Hortgro](#)



Hortgro bursary function

The annual bursary function bringing together Hortgro bursary students with industry stakeholders, took place in August, with the OSH Reinecke Frontrunner 2024, Pieter du Toit, as impact speaker. About 60 guests attended the function at STIAS, Stellenbosch. Hortgro is proud of its bursary programme that had more than 1 000 applications in 2024.



[Read press release here](#)

Publications

South African Fruit Journal

• 77 articles covering news and technical stories • Six editions



[Read online here](#)



Fresh Quarterly: [Read online below:](#)

[FQ 23. Climate Change and Water Irrigation](#)



[FQ 24. From Pre-harvest to Postharvest](#)



[FQ 25. Honeybees and Pollination](#)



[FQ 26. Hortgro Technical Symposium – Special Edition:](#)



↑ [Hortgro News](#)



↑ [Fresh Notes](#)



↑ [New Roots](#)

Fruitloops, Hortgro's internal newsletter is published every month with a focus on HR issues, morale building and other Hortgro staff matters.

Digital Footprint



WEBSITES:

Find a list of our websites here (restricted site not included):

- www.hortgro.co.za
- <https://events.hortgro.co.za/>
- <https://www.hortgro-science.co.za/>
- <https://pshb.hortgro.science/>
- <https://www.freshquarterly.co.za/>
- <https://app.hortgro-science.co.za/>
- <https://www.agrisgottalent.com/>
- <https://www.hortgrolegacyfoundation.org.za/>

DIGITAL COMMUNITY AND USERS



Facebook
7961



YouTube
2650



LinkedIn
8334



SEVERAL
WHATSAPP
GROUPS

- Hortgro IPM
- Hortgro PSHB
- Hortgro Regional
- Pome Store-It
- Stone Store-It



Instagram
2109



X (Twitter)
3199



TikTok (just
launched)

Wiehann Steyn

GENERAL MANAGER

Governance

Hortgro Science operates under the guidance of the Hortgro Science Advisory Council, which reports to the Hortgro Board and the Pome and Stone Producer Councils.

Research and related activities

To boost the competitiveness of South African deciduous fruit farming, our research efforts are focused on enhancing efficiency throughout the value chain, addressing key risks to industry sustainability, and providing critical information for market access and development. Our work is organized into key areas: market access and management of phytosanitary and invasive pests, production efficiency (volume of exportable fruit per unit area), climate change mitigation, water productivity, plant material quality, postharvest quality, sustainable crop protection, and risk management across the value chain.

In 2024, Hortgro Science reviewed 54 new research proposals addressing questions identified by 13 research workgroups. Following evaluation by five peer workgroups and three technical advisory committees, 27 new projects were approved for the 2024/5 funding cycle. Research funding remains predominantly allocated to projects (72%) and research posts (13%), with a continuing trend toward increased investment in crop protection.

Hortgro Science initiated a low-resolution survey for the spotted wing Drosophila (SWD) in response to the high likelihood of this pest spreading to South Africa. The discovery of a single male fly in November 2023 in the Langkloof prompted comprehensive surveillance, which confirmed the rapid spread of SWD to most major stone fruit production regions.

The crop protection team, notably Matthew Addison, Minette Karsten, and Nanike Esterhuizen, played a pivotal role in monitoring SWD, producing guidelines, coordinating with stakeholders, and launching research projects. Lindi Benic and the market access team also contributed by assessing market risks and initiating emergency registration of suitable pesticides.

Research and monitoring of the polyphagous shot hole borer (PSHB) continued. PSHB has spread to Waboomskraal, Paarl, Wolseley, and Grabouw. Meetings were held with growers in these regions to provide guidelines on how to respond.

The past year highlighted the need to expand monitoring capacity for invasive species. With Anton Rabe's leadership, a centre of excellence for monitoring was established at Fruitfly Africa (FFA), where surveillance activities are coordinated with Hortgro, other industries, FFA, and the National Department of Agriculture (NDA).

PHYLA, under Dr Renate Smit, ran five projects during 2023/4 and will launch three additional projects in 2024/5.

Hortgro Science and SAMAC initiated a forum for research managers from perennial tree fruit industry organisations to discuss common challenges and collaborative opportunities.

The first stone fruit concept orchards were established to compare the growth of trees produced through tissue culture with those grown from cuttings or seeds.



Communications

The *Fresh Quarterly*, accessible at www.freshquarterly.co.za, featured diverse topics over the past year, including climate change, irrigation, honeybee pollination, superficial scald, and bruising, alongside presentation summaries from the 2024 Hortgro Technical Symposium. The symposium itself was a major success, with 330 attendees on the strategic day, more than 350 on each of the two technical days, and 285 participants for the pome fruit field day.

The Stone Fruit App continues to grow its dedicated user base and is updated annually. A new Climate Change App has been completed and is undergoing final checks.

The Hortgro Science website serves as a comprehensive resource, explaining the research process, listing various groups and committees, and provides an understanding of the different research programmes and the projects that are part of the programme. The site also features a PSHB subdomain and a new online research library that provides access to abstracts of non-market-sensitive final project reports.

A crop production forum was launched in March 2024 to facilitate discussions on pre-harvest research topics. Additionally, a stone fruit Store-It forum now supports knowledge sharing within the stone fruit postharvest value chain.

Capacity development

Building the next generation of scientists and technical experts remains a priority. In 2023/4, Hortgro Science funded 32 postgraduate students, including 19 MSc, eight PhD, and three postdoctoral candidates. Of these, 56% were female and 25% were black.

Prestige bursary recipient Buhle Ngidi graduated in March 2024 and joined the Hortgro Economic Development Department. A new project

has also been initiated to support Portia Solomon's PhD studies.

Support for the Plant Disease Clinic at Stellenbosch University continued with a donation aimed at sustaining this essential service. Hortgro Science also co-funded sabbatical visits by international research leaders, Profs Lee Kalcsits, Luca Corelli-Grappadelli, and Bart Nicolai, to foster collaboration on on-going research.

Personnel

Dr Mariana Jooste joined Hortgro as Postharvest Programme Manager (5/8 position) in April. Stellenbosch University buys 3/8 of her time, supporting Dr Elke Crouch's research chair in postharvest physiology until January 2026. Dr Minette Karsten was promoted to Crop Protection Programme Manager in October 2024, succeeding Matthew Addison, who will continue with Hortgro on a contract basis. Matthew ably led the programme since 2013 and was instrumental in guiding its focus towards more sustainable crop protection solutions.

As part of the industry leadership development program, Wiehann Steyn, Marno van der Westhuizen, Minette Karsten, and four growers visited Australia and New Zealand in December 2023, attending the International Symposium on Precision Management of Orchards as part of the visit. Minette also participated in a fruit fly symposium in Mauritius and the International Entomology Symposium in Kyoto.

After a fruitful career, Hugh Campbell, General Manager of Hortgro Technical and formerly Hortgro Science, retired in September. We celebrate him reaching this milestone and acknowledge him for establishing our industry's research footprint, providing strategic leadership, building our capacity and networks, and for nurturing a high-performance culture and fun work environment. He will continue to support Hortgro Science on a part-time basis in 2024/5. Hugh leaves a legacy that he can be truly proud of.

Hugh leaves a legacy that he can be truly proud of.

Hugh Campbell

PMM MANAGER

The Hortgro Plant Material Management (PMM) portfolio seeks to provide leadership, strategic direction, coordination and support to plant material activities with the objective of enabling growers to have access to a range of adapted cultivars and healthy and quality planting material. The apex body is the Plant Material Management Advisory Committee (PMMAC) which is made up of experts and representatives of the pome-, stone- and dried fruit-producer associations and is accountable to the producer associations. The key focus areas are covered under the following headings:

Cultivar selection and independent evaluation

The guiding principles:

- We (organised industry) strive for maximum accessibility to cultivars for all growers.
- We (organised industry) are aiming to minimise the risk for growers when planting new cultivars by striving to increase and standardise the screening of new cultivars and selections throughout the industry by making use of the Pro-Hort evaluation sites and independent, scientifically based evaluation conducted by Provar.

It is vital that producers plant the right cultivar and rootstock best suited for the specific site to prevent costly mistakes of non-performing cultivars and to prevent the resulting financial loss. Given the extremely high establishment cost of a new orchard, such mistakes over the lifespan of the orchard is huge.

The various cultivar advisory groups updated the cultivar matrixes for pome, stone and dried fruit. The objective of these matrix's is to provide some broad strategic guidance to breeding programmes, IP owners and growers as to what gaps exist in the pome-, stone- and dried fruit-cultivar profiles. These matrix's can be viewed on the Hortgro Science website: <https://www.hortgro-science.co.za/resources/pamphlets/>

The industry's role in the independent evaluation of cultivars has as its objective the provision of sound, scientifically based information to growers which will empower them to make informed planting decisions on which cultivar to plant and in the process, reduce their risk. The



12 representative Pro-Hort sites in different regions are supported by industry funding towards the establishment cost of the sites and supporting the yearly per tree costs of cultivars to make the information available to all growers.

Over the last four-year period, 193 cultivars were evaluated per year (153 pome, 233 stone). The average percentage of cultivars culled amounted to 89.5% leaving on average 20 cultivars per year that advanced into the next stage of evaluation or commercialisation. This is seen as a major contribution to the industry as it results in the early removal of unviable cultivars.

Hortgro Pome and Hortgro Stone funded two additional projects – notably the “Tasting and Fruit Evaluation project” and the “Advanced screening project”. Fifty-eight apple and 21 pear cultivars and selections were displayed and analysed this past season at 10 Provar tasting events. Seventy stone fruit cultivars and selections (25 plum, 24 nectarines, 16 peach, five apricot) were evaluated at 10 Provar tasting events this past season. The results of these were presented to the Fruit Expert Groups who then selected eight pome and eight stone fruit cultivars and selections that will progress to be evaluated under the advanced screening trials where the outputs will be made available to growers. Currently 56% of the available space are filled on the Pro-Hort sites. These spaces will be progressively filled by Hortgro projects and IP owners utilising the facilities.

Plant improvement and plant certification

The mantra of “start clean, end clean” guides the thinking and implementation of the plant improvement scheme. Hortgro is involved with three aspects of plant improvement, notably:

1. The plant improvement and certification scheme. The Deciduous Fruit Plant Improvement Association (DPA) is the delegated authority which co-ordinates deciduous fruit plant improvement in South Africa and administers the “SA Deciduous Fruit Plant Improvement Scheme”. Hortgro Pome and Hortgro Stone have representation on the board of the DPA through Angelique Pretorius (Pome), Dana Morkel (Stone) and co-opted Hugh Campbell (Technical Committee Chairman).

2. SAPO as one of the three registered “Plant Improvement Organisations” that operates under the SA Deciduous Plant Improvement Scheme under the DPA.
3. TCF – a tissue culture facility that is focused on providing clean planting material and in vitro quarantine services.

Currently only 36% of all pome- and stone-fruit trees are certified which reflects the status of certified material over the past four years. This reality has a direct impact on the viability of the DPA to sustain itself as a “user-pay” service. What is revealing is that 90% of plums are now being certified – most probably a direct result of the incursion of “plum marbling” a few years ago. Having a scheme in place enabled a process of being able to identify and remove infected source material and then being able to test all material to ensure that no infected buds were utilised (“start clean – end clean”).

The industry has invested in various projects and publications to enlighten growers as to what the potential impact is of planting trees that have scheme viruses in them. A respected virologist made the statement that there is no excuse to have any of the scheme viruses in any apple or pears orchard as the viruses are only graft transmissible – so if you start clean, you will have orchards that are free of scheme viruses.

Review the following publication on <https://www.hortgro-science.co.za/resources/pamphlets/>

“What is a virus?” or the Fresh Quarterly Issue 20 <https://www.freshquarterly.co.za/edition/fresh-quarterly-issue-20-mar-2023/> and

<https://www.freshquarterly.co.za/edition/fresh-quarterly-issue-11-december-2020/>

<https://www.freshquarterly.co.za/edition/fresh-quarterly-issue-11-december-2020/>

Trade and Markets

Jacques
du Preez

GENERAL
MANAGER: TRADE
AND MARKETS

There is hope. And there is light at the end of the tunnel. Sadly, there have been casualties along the way because of factors beyond the control of our growers, but the future is getting brighter by the day.

The 2023/4 season again was an extremely challenging one, particularly for stone fruit, from a logistical point of view, but the crisis from the 2022/3 season prepared us better. We believe we have reached rock bottom and are on the way up again, albeit one step at a time. Logistics and political stability remain the biggest threats to the sustainability of the deciduous fruit industry, but we are hopefully on the right track now.

However, we are not out of the woods yet, but thankfully the energy crisis has also improved greatly. Globally, turmoil is also brewing with regional wars and unstable politics, but ironically some of these have a positive impact on our export markets.

From a market access perspective key pieces of several puzzles are finally falling in place. It was a painful and costly temporary suspension of the Taiwan market for apples, but access was regained during 2024. The importance of the management of phytosanitary pests of concern for all markets, and specifically Taiwan, cannot be overstated. We simply cannot afford to lose any market due to negligence or chance-taking of individuals, and there will be stricter monitoring and consequences for offenders.

A very successful Thailand technical delegation visit took place during March 2024 and access for apples will most likely be granted before the end of 2024. This will give the apple industry a boost as another option in the East. Pears will follow next.

Progress is also being made for apple and pear access to the Philippines. If all goes well Philippine inspectors will visit SA early 2025 to conduct onsite inspections of packhouses and orchards. We are hopeful that fruit will start to flow soon thereafter.

At the time of writing the Market Access team was preparing for a Chinese inspection visit for stone fruit, excluding cherries, for the end of November 2024. This is the culmination of years of work and lobbying and the first time ever that China will be doing a concurrent evaluation of multiple products from SA. The first consignment in history of stone fruit to China will likely depart our shores during the 2025/6 season. Cherries are set to follow suit once the stone fruit process have been concluded.

An application for improved terms for access for stone fruit to the USA have been lodged and a repeat of the cold treatment trials to determine the impact on the quality of specific nectarine, plum and prune cultivars. This information will help greatly in determining which cultivars are suited for exports to China as well given such cultivars' ability to handle the expected cold treatment requirements from a quality and eating experience perspective. The USA again showed exciting growth in plum exports during 2023/4.

Whilst apple exports to India during 2024 reached a record volume of just under two million cartons, boosted by the allowance of in-transit cold treatment, the process to gain the same in-transit terms for plums are underway.

It is indeed exciting times just around the corner for all these markets. This will take the pressure off the traditional markets. With the new Government of National Unity in place, the negotiation of better trade regimes (especially tariffs which are extremely high in some markets) will hopefully gain momentum, although this is a long game.

The pressure on the use of agri-chemicals as well as new pests and diseases being discovered in SA, highlights the importance of strict integrated pest management systems and controls and the strict implementation of protocols and disciplines on an industry level to ensure we retain access to existing markets, gain access to new markets and optimise the available markets.

Our traditional markets for both pome and stone fruit remain an important part of our strategy for the Trade Awareness and Consumer Education programmes. A strong focus in the 2023/4 season was on the "newer" markets for both fruit groups. Campaigns were successfully completed during the 2023/4 season in the following markets:

UK: Plums, peaches and nectarines

Germany: All stone fruit

USA: Plums

Local market: Plums, peaches and nectarines, and dried fruit

Middle East: Pome and stone

China: Apples and pears

India: Apples and pears

Africa: Apples and pears

The pilot campaign launched in the USA for plums was a good introduction to the market but also a steep learning curve. Key learnings from the first year's campaign in the USA will be used to further position South Africa as the preferred southern hemisphere supplier into the USA market. It was also the first season that in-store activities for



apples and pears were done in one of the Middle East's largest retailers extending beyond Dubai. The campaigns in India and China proved to be a success with a multi-channel marketing strategy adopted in each market for apples and pears.

Not to "jinx" it but referring to all the above: It will remain challenging up to the start of the 2025/6 season in October 2025 and we will need to weather storms over the next 12 months, mainly from a logistical point of view. But the next five to 10 years look very promising for both the pome- and stone-fruit industries.

Resilient, stronger, slightly leaner, but meaner!

We simply cannot afford to lose any market due to negligence or chance-taking.



Hortgro prides itself on providing accurate data and insights to guide industry decision-making.

GENERATIVE AI

Information and Market Intelligence

Mariette Kotzé

GENERAL MANAGER:
INDUSTRY SUPPORT
SERVICES

Kunsmatige Intelligensie (KI/AI), hoewel nie heeltemal nuut in die grootdata-era nie, het geweldige momentum gekry wat dit eenvoudig en maklik maak vir mense, maatskappye, en rolspelers om toegang tot inligting deur verskeie platforms te kry. Effektiewe inligtingbestuur bly egter die grondslag van KI. Dit plaas data-kwaliteit rakende geverifieerde en gevalideerde data in die middelpunt om betroubare data en data-integriteit te verseker, veral data wat vir besluitneming gebruik word.

In Hortgro's efforts to enhance the competitiveness and sustainability of the industry, Hortgro prides itself on providing accurate data and insights to guide industry decision-making. This review highlights the division's key achievements, challenges and opportunities over the past year.

1. Data collection and analysis, although the uptake of the online tree census system was problematic for some growers, a total of 56% of all growers managed to update their information via the on-line platform.
2. Publication of the statistical booklet providing producers and stakeholders with relevant industry trends on production, employment, market distribution and global export trends.
3. Crop estimates and export reports were provided on a weekly basis as the season progressed to assist in managing supply chain, logistics and market expectations especially given the logistical challenges experienced.
4. Enhanced reporting tools were developed automating several manual processes that will provide growers and value chain role-players' accessibility to more detailed information via the Hortgro website.
5. Industry representation and general support at various levels, including internal support to other Hortgro divisions and industry events ensuring that producers and other stakeholders remain abreast of industry developments and planning.

Daar is nog verskeie uitdagings vir Hortgro se inligtingsafdeling, soos produsente-deelname in die voltooiing van inligtingsdokumente binne gegewe tydsraamwerke. Die integrasie van data en databronne, beskerming van die integriteit van data, en die gebruik van nuwe tegnologieë om naatlose, geïntegreerde data-stelle vir die bedryf te skep.

In 2023, Hortgro's Information and Market Intelligence Division solidified its role as a key enabler of growth and sustainability for South Africa's deciduous fruit sector. By providing data-driven insights, market intelligence, and risk management tools, the division has empowered stakeholders to make informed commercial decisions in an increasingly complex global landscape.

Om vorentoe te beweeg, sal voortgesette belegging in data-infrastruktuur, betrokkenheid van belanghebbendes en innovasie noodsaaklik wees om Suid-Afrika se mededingende voordeel in die wêreldwye vrugtemark te handhaaf.

Hortgro Economic Development and Transformation

Cynthia
Mahlathi

ECONOMIC DEVELOPMENT MANAGER

Writing about the progress of transformation can be challenging, as it is shaped by various perspectives and often must meet a wide range of expectations. There is also the need to maintain a balanced narrative that avoids unintentionally creating the impression that emerging black producers are either failing or incapable of managing their businesses.

With that said, despite numerous economic challenges, this period marked another year of measurable development and adaptation in Hortgro's Economic Development and Transformation initiatives. Our continued goal of fostering an inclusive, globally competitive, and equitable deciduous fruit industry remains central. This year, we focused on addressing the systemic challenges faced by emerging producers to promote sustainable growth and long-term viability within the industry. However, achieving meaningful transformation is a long-term commitment that requires intentional interventions and effective collaboration.

Focus on qualitative impact

Throughout the year, it has become increasingly clear that there is a need to shift focus from quantitative targets to qualitative, impact-driven support. In a long-term, capital-intensive sector like the deciduous fruit industry, the mere pursuit of numbers such as increasing hectares under production or the number of new entrants, does not necessarily equate to sustainable development.

Ons moet verby 'n benadering wat net op ad hoc-ondersteuning en syfers fokus, beweeg. Te veel aandag word geplaas op die bereiking van spesifieke teikens, wat nie noodwendig volhoubare oplossings bring nie. So 'n benadering is reaktief en los nie dieper probleme in die stelsel op nie.

Rather than chasing numbers, Hortgro has begun emphasising intentional, long-term, and focused support that ensures producers receive a comprehensive base of assistance. This allows for sustainable growth and a gradual graduation of emerging producers to make space for new entrants. By focusing on measuring the real impact of our interventions such as improved productivity, market access, and financial surplus leading to re-investment we can ensure that transformation is not just a box-ticking exercise but a meaningful process that results in resilient, commercially viable businesses.

Key highlights

Strengthening public-private partnerships and enhancing the support provided to producers. Increasingly, we focused on building sustainable business models through the expansion of our support programmes centred around the expansion of post-development support. This year saw the intensification of support for producers, particularly in areas of technical capacity building, access to resources, institutional and financial management.

Our strategic partnerships with key industry stakeholders, including the Western Cape Department of Agriculture, the Jobs Fund and collaborations with development initiatives like PALS, continued to yield positive outcomes. These relationships have provided crucial backing both financially and by leveraging resources, emphasising the importance of coordinated efforts between the public and private sectors.

The Economic Development Advisory Committee, established in 2023, continued to play an integral and constructive role in shaping the implementation of Hortgro's transformation strategy. With representatives from both commercial and emerging businesses and independent experts, the committee has contributed valuable insights into addressing industry needs, particularly in areas of inclusivity and sustainable growth.

Uitdagings

Die afgelope jaar was vol uitdagings. Stygende insetkoste, wat deur plaaslike en internasionale faktore gedryf is, het 'n direkte invloed op produsente se wins en die volhoubaarheid van die bedryf gehad. Kragonderbrekings en klimaatsverandering het ook 'n beduidende las op produsente geplaas.

Financial strain on emerging producers due to limited access to affordable finance remains a pressing concern. In an industry where substantial capital investment is required upfront, particularly for infrastructure and orchard establishment and maintenance, many emerging producers continue to struggle to scale their businesses without adequate financial support.



Toekomsvooruitsigte en risiko's

Hoewel die bedryf toekomsgerig is, moet uitdagings en aspekte wat transformasie-strategieë versterk, soos finansiële volhoubaarheid, klimaatsverandering, en diverse ondersteuningstrukture, aandag kry.

Finansiële volhoubaarheid Opkomende produsente se groei sal afhang van verbeterde toegang tot bekostigbare finansiering. Dit sluit die skep van nuwe finansieringsmodelle wat die verlengde terugbetalingsiklus van vrugteboerdery erken in, sowel as regeringsondersteunde finansiële hulp om die koste van kapitaal te verlaag.

Klimaatsveerkragtigheid Die fokus sal bly op die ontwikkeling van klimaatsbestande boerderypraktyke en tegnologieë wat produsente in staat stel om produksie aan te pas by die eise wat veranderende klimaatstoestande meebring.

Diverse ondersteuningstrukture Inklusiwiteit bly 'n kernbeginsel van ons transformasiestrategie. Die toekomsfokus sal bly op programme om ook meer jongmense, vroue, en gestremde persone by die bedryf se waardeketting te betrek.

Conclusion

This year has been one of both progress and learning. Hortgro remains committed to creating an environment where growth can be sustainable, and where emerging producers can sustainably and profitably compete on the global stage.

Ons bedank ons vennote, produsente, en medewerkers vir hul volgehoue ondersteuning en samewerking. Ons sien met opwinding uit na ons reis om 'n regverdige, volhoubare en mededingende vrugtebedryf te skep.

Nitasha Baijnath-Pillay

On 1 April 2024, Nitasha Baijnath-Pillay was appointed as Hortgro's Resource Management and Sustainability Manager to drive the portfolio with the support of the Hortgro Sustainability Advisory Committee (H-SAC). The programme aims to assist our deciduous fruit producers in implementing environmentally conscious and sustainable solutions into everyday decisions and actions. Nitasha will lead and facilitate implementation in several existing and new interventions such as:

- tracking and benchmarking our greenhouse gas emissions across operations and supply chains (via the CCC projects)
- overseeing the execution of the deciduous fruit industry's climate change response and future water proofing strategies
- improving soil health
- monitoring and reducing waste
- assessing water usage to understand where we can save costs by being more resource-efficient
- reducing reliance on non-renewable resources
- facilitating communication, awareness and information flow to educate and inform producers and related parties regarding the sustainability portfolio.

The H-SAC was established to provide leadership, strategic direction and support in this and has convened twice this past year and are assisting in the coordination and alignment of sustainability and regenerative activities of the pome- and stone-industries, including participation in FruitSA, SHAFPE and its related working groups, SIZA, Wesgro's Sustainability Narrative, and the Global G.A.P. Environmental Sustainability Solutions Working Groups.

Climate change emission targets (engagements on sectoral emission targets with DALRRD and DFFE)

In line with the Climate Change Act (Act No. 22 of 2024) and South Africa's international obligations, the Department of Forestry, Fisheries and the Environment (DFFE) published a draft sectoral emission targets (SETs) report. The report suggests emission targets for the agricultural sector, amongst others. The agricultural industry (primary and secondary sectors), led by AgBiz, approached the Department of Agriculture, Land Reform and Rural Development (DALRRD), with a request to jointly develop a position regarding the sector targets to ensure realistic targets that will not harm growth in the agricultural

It is essential that we respond with a pro-active and cost-effective mitigation strategy.



sector. Hortgro has actively participated in these engagements, through FruitSA and Agbiz. The DFFE will consider inputs from agriculture in setting appropriate emission targets for the sector. A new timeline for the finalisation of the SETs was provided and a second draft report will be published for comment by the minister in early 2025, taking into consideration the comments made by the agricultural sector. Thereafter, the DALRRD will also develop a sector adaptation strategy and plan.

Climate change adaption and mitigation response

Hortgro recently developed an online science-based, relevant and practical guide (practitioner's handbook) to pome- and stone-fruit producers in South Africa on climate change risks, impacts and adaptation responses. This is supplemented by Hortgro's Climate Change Response Strategy for the Deciduous Fruit Industry. Hortgro is also currently undertaking an assessment on the characterisation of groundwater availability and groundwater use within the main Hortgro production areas, including recharge and run-off (aka the water availability strategy) for the industry. These strategies will prioritize the most relevant, appropriate, and vital interventions to tackle climate change impacts on pome- and stone-fruit production. Although these climate change threats inflate the industry's production costs, reduce profitability, and ultimately weaken our international competitiveness, it is essential that we respond with a pro-active and cost-effective mitigation strategy.

Packhouse Action Group (PAG)

The Packhouse Action Group (PAG) serve the pome-fruit industry in South Africa, conducting projects and seminars that benefit packhouse operations. A PAG Plastics Strategy and implementation plan is needed in compliance to exporting requirements and how packhouses should prepare for this. As such an environmental, social and governance (ESG) working group will be convened to address matters about packaging, recycling, food waste, source optimization, environmental management, carbon and human resources. Engagements with the plastics industry on plastics recyclable content in suppliers' plastic products and plastic reformulation requirements is imminent.

Communication to producers

Hortgro aims to be pro-active and empower and assist our producers and packhouses to be informed to ensure sustainability compliance at primary/secondary level. We want our producers to be ready for any new requirements (such as cross-border tax, sequestration and carbon credits) that enable us to remain competitive, sustainable and profitable. Our communication strategy has a strong focus on empowerment through social media, print media, webinars, symposiums, etc. Hortgro's sustainability efforts have already been featured in some print and social media.

On 16 October, Hortgro launched and hosted its first webinar on soil health and sustainable agriculture, as part of the Hortgro Sustainability Footprint Webinar series. The first webinar was very successful in reaching 98 participants, including two international attendees. Hortgro will run these webinars every two months on sustainability-related topics such as encouraging and guiding participation in good agricultural practices, regenerative agriculture and sustainability research opportunities that aim to assist our industry in sustainable practices, operational efficiency, and responsible production.

Learning and Development

Astrid Arendse

MANAGER HUMAN

RESOURCES/

LEARNING AND

DEVELOPMENT

Hortgro Learning and Development is focussed on the development of people in the deciduous fruit sector. Our focus is to equip and develop agri-workers and managers by identifying the needs within specific areas and positions and addressing these needs through various training and development initiatives. We continuously engage with our stakeholders including producers, agri-workers, universities, colleges, training centres and Seta's to ensure that we stay abreast of the changing needs within our sector.

Bursaries

The Hortgro undergraduate bursary fund has 21 students with three students completing their qualifications at the end of 2024. The value of these bursaries was R 1.3 million this past year. These bursars are enrolled for agricultural qualifications at various institutions including Stellenbosch University, University of Cape Town, Elsenburg, Northwest University, CPUT, and CTU training institution.

The Hortgro annual bursary function was held at Stias in Stellenbosch with Mr Pieter du Toit, OHS Reyneke awardee for 2024 as keynote speaker. Ms Ayesha Shaick-Abrahams, PhD candidate and Hortgro undergraduate bursar shared her journey with bursars and motivated them to pursue their passion.

Applications for 2025 was the highest to date with 950 applications received by the closing date with a further 505 applications received for various qualifications and institutions across the country.

Mentor- en internskapprogram

Die Hortgro Mentorskapprogram bestaan tans uit 36 studente wat hul internskappe voltooi by verskeie produsente en pakhuisse in Stellenbosch, Ceres, KBV, Paarl, Wellington, Tulbagh, Piketberg, Simondium, Porterville, Villiersdorp en Avontuur. Hierdie interns bestaan uit studente wat praktiese ondervinding moet opdoen as deel van hul kwalifikasie asook gegradeerdes wat vir die eerste keer toetree tot die werksmag.

Interns word geplaas in verskeie organisasies, onder andere plase, pakhuisse en landbou-besighede waar hul blootgestel word aan die werksomgewing en praktiese werk kan doen om sodoende die teorie wat hul tydens hul kursus geleer het in die praktyk toe te pas. Om die interns verder te ontwikkel vorm hulle deel van 'n mentorskapprogram waar die fokus is om die interns holisties te ontwikkel en hul beter toe te rus met sosiale en lewensvaardighede, interpersoonlike asook kommunikasievaardighede.

Die impak van die mentorskapprogram op die studente se lewens sowel as die plaas of pakhuis waar hulle werksaam is, is baie positief en ons is dankbaar vir organisasies wat hul werkplekke oopstel om hierdie jong leerders die geleentheid te gee om te groei en ontwikkel.

Uitdagings in die program sluit in permanente werksgeleenthede, behuising asook vervoer tot by die werksplek. Om hierdie uitdagings te probeer oorkom, is daar aansoek gedoen by die Jobs Fund om van hierdie kostes te absorbeer en werkgewers en interns te help deur behuisings- en vervoerkoste aan te spreek.

Industry Leadership Development programme

The first group of 19 young leaders were recruited early in 2022 to join together in our first Industry Leadership programme. These leaders completed their programme in February 2024 with international tours and received recognition at a ceremony in Paarl earlier this year. The Leadership Development programme aims to develop and expose candidates over a two-year period to establish a pool of potential future industry leaders, stakeholders and industry representatives.

The second intake of 23 young leaders started in May 2024 and completed three contact sessions, addressing topics such as Industry Exposure, Leadership Development, Plant Material Management, Tissue Culture, Research, Profitability of Fruit Production, Sustainability, Risk and Disaster Management, Resource Management.

Leierskap-ontwikkelingsprogram vir produksiebestuurders

Twee groepe jong bestuurders het in 2024 die unieke leierskap-ontwikkelingsprogram suksesvol voltooi. Die program is ontwikkel deur Mazars en Hortgro met ondersteuning van die Agriseta in 2019 en verseker om 'n positiewe impak te hê op die leerder en die werksplek.

Die doel van die program is om produksiebestuurders in die vrugtebedryf se vaardighede verder te ontwikkel en sodoende produktiwiteit en doeltreffendheid op plase en pakhuisse te verbeter. Die program het ook 'n fokus op persoonlike ontwikkeling, individuele bestuurstyl en unieke leierskapsvaardighede. Daar is 'n verdere fokus op netwerke bou en vestiging met kollegas in soortgelyke posisies en sodoende 'n blywende netwerk te skep waar produksiebestuurders mekaar kan ondersteun en van mekaar kan leer.

Die eerste groep vir 2024 het bestaan uit produksievlakbestuurders van die wynbedryf met SA Wine wat die kursus geborg het. Die tweede groep het bestaan uit produksiebestuurders in die sagtevrugtebedryf en was finansiële ondersteun deur Hortgro en die Agriseta.

Health and Safety training

The Hortgro Health and Safety initiative started in November 2022, surpassed the 300 mark with the training of employed agri-workers

through Philani Training and Development Solutions. The programme includes First Aid Level 1, Health and Safety Representatives and Safety Committee training. This training is high in demand and requested from employers in all our production areas.

Agri's Got Talent

Agri's Got Talent, a social development project which provides a platform to talented agricultural workers in the fruit and wine industries to showcase their singing and rapping talent whilst developing their personal and life skills.

After the amazing celebratory show celebrating AGT's 10 year anniversary with a reunion show in Paarl, the competition is back and was ready to find the 10th winner for Agri's Got Talent.

Chester Fisch walked away as the overall winner after an intensive week of training for all 10 finalists. Training included voice and media training, soft skills training, conflict management and others. The finalists engaged with representatives from the different sponsors throughout the week and build relationships amongst one another and representatives of the agri-sector.

Agris' Got Talent continuous to break barriers, uplift and develop people, bring hope and inspire people across the agricultural sphere.

AGT is a joint venture between, Hortgro, Vinpro, The South African Table Grape Association, the Citrus Growers Association and the Western Cape Department of Agriculture.

Bedryfstoere

Verskeie bedryfstoere het plaasgevind tydens 2024 waar studente, interns, landbouwerkers en opleidingsinstansies blootgestel word aan bedryfsstrukture, landbou-organisasies, opleidingsinstansies en ander.

Die toere is belangrik vir inligtingsoordrag, blootstelling, asook bewusmaking van kwessies en gebeure binne die sagtevrugtebedryf.

Jacques Jordaan

ACTING CEO

Change can be perceived as a negative experience or as part of the rhythm of life. The fact remains – to stay relevant in an ever-changing environment, a business must be able to adapt and adjust its sails in response to both opportunities and threats.

It has been nearly a year since SAPO's shareholders decided to restructure the business. Going through such a process is never pleasant, and there is no room for missteps. However, the process has been conducted openly and professionally, with no “comebacks”. Further investigation has also found that SAPO will be more sustainable with the phasing out of Tygerhoek and a reduction of mother blocks which were scattered throughout the industry.

SAPO's (Fleurbaix) restructuring has been completed in March 2024, with the aim of phasing out Tygerhoek by the end of February 2025 with the delivery of the last plant material from Tygerhoek by the winter of 2025.

During the restructuring process SATI and Raisins SA indicated that they intend to achieve their industry's plant improvement goals through different approaches. Consequently, Hortgro Pome, Hortgro Stone, and the Canning Fruit Producers Association agreed to commit to a new SAPO within a Pty Ltd structure, which will not only deliver services for the tree fruit industry, but also for the grape and other related industries. There will be a gradual transition from SAPO Trust to SAPO Plant Pty Ltd.

This year, SAPO celebrated its 50th anniversary with a morning event featuring champagne and canapés at Fleurbaix.

At the event, outgoing SAPO Chairman Stephen Rabe envisioned an exciting future in this ever-evolving plant improvement landscape, with a clear focus on providing improved plant material to the industry.

He also encouraged SAPO to build on the vision of its founding members by:

- being the preferred partner to supply improved plant material to the industry
- building on a rich legacy in managing plant material for various IP owners
- keeping high standards in plant improvement and by building on strong international partnerships
- being committed to industry growth and sustainability.

SAPO was established on April 30, 1974, by the Deciduous Fruit-, Canning Fruit-, and Dried Fruit-boards with the sole objective of providing the industry with improved plant material.

After 50 years, it is again the tree fruit industry that owns SAPO, and this objective remains just as relevant. Today, however, new varieties are primarily owned by IP owners. As the oldest plant improvement organisation in the South African industry, SAPO is committed to manage and develop these varieties within the framework of the plant improvement process within a user-pay mind-set.

It is encouraging to report that SAPO has emerged from the storm of looming insolvency into calmer waters. But, even when you are out of the storm, it does not mean that you will only have tailwinds carrying you to your destiny. Be prepared to face some headwinds as well and the only way to move forward in a headwind is by “tacking” into the wind.

Some of the headwinds that SAPO had to face this year was the major storm damage that 13 of the 17 tunnels suffered in April as well as the Tygerhoek restructuring costs. We “tacked” into the wind and today the damages have been repaired and the tunnels are looking better than ever. Tygerhoek would initially cost about R1.9 million to phase out but on the long run the Tygerhoek restructuring is estimated to save approximately R1 million per year going forward.

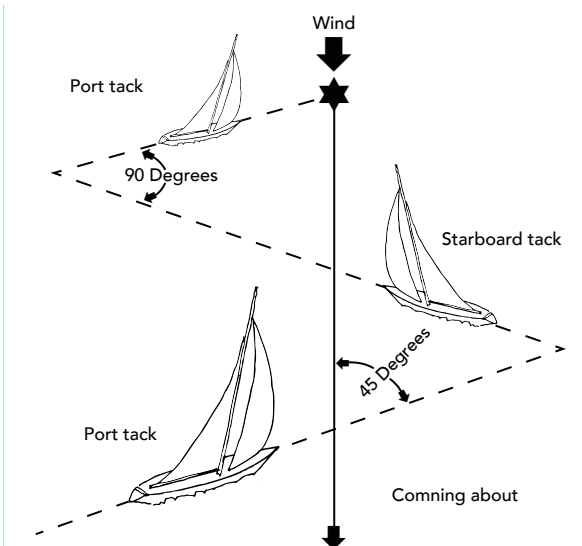
To stay relevant a business must be able to adapt and adjust its sails in response to both opportunities and threats.

The SAPO staff are energised and driven to achieve success. When the most recent financial forecast is compared to that of last year the following key indicators can be highlighted:

- ✓ Sales income: 16% ↑
- ✓ Salary expenses: 38% ↓
- ✓ Total expenses: 15% ↓



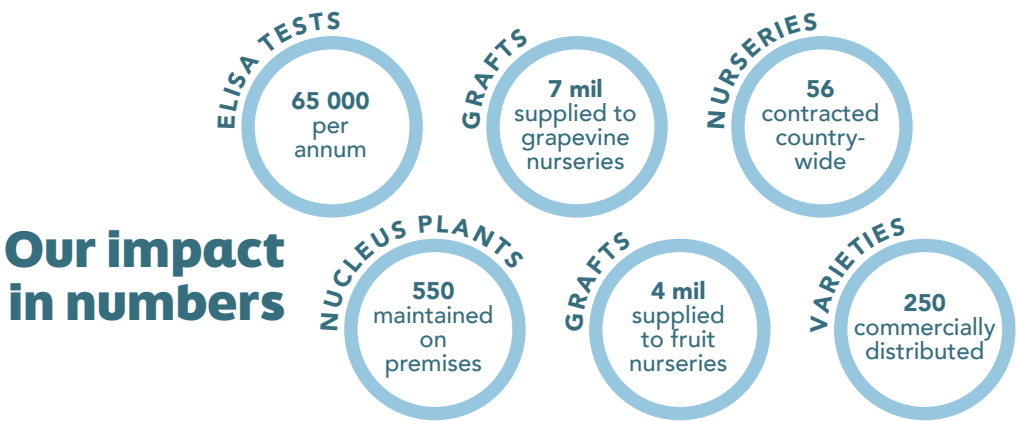
SAPO Trust Founders, 30 April 1974



Tacking into the wind

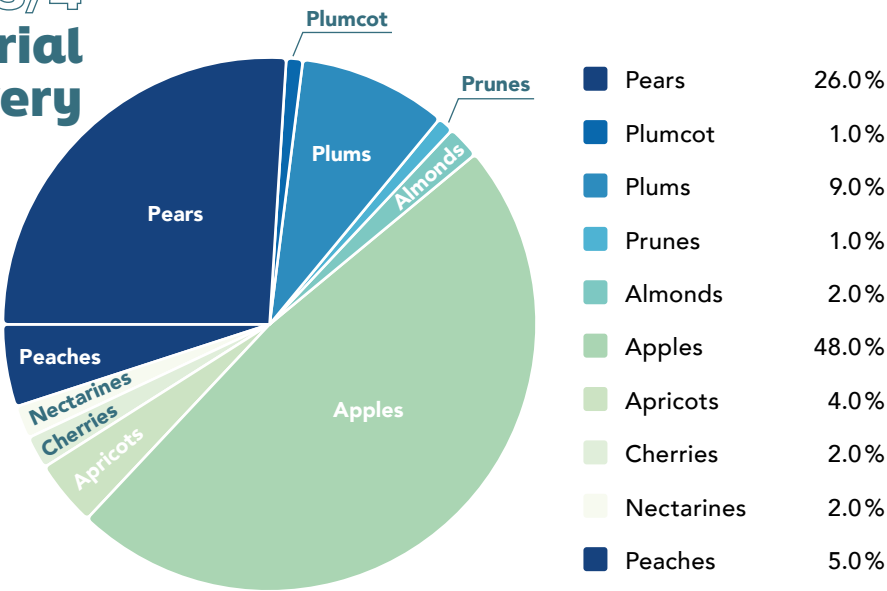
CHAPTER FOUR

The contribution of SAPO to the industry is summarised below:



Senior managers are expected to be visible and involved in the industry and to project a positive and professional image of SAPO. SAPO's involvement in the industry is strengthened through regular communication with both domestic and international industry representatives. They also attend relevant information days and recently participated in the Fruit Attraction event in Madrid. The staff currently functions well as a team, and there is a noticeable different culture within the organisation.

2023/4 Plant material delivery



The plant material of the different fruit types that SAPO delivers to industry are presented in the graph above

Apple varieties in high demand are Bigbucks, Early Red One, Fuji Royal, Golden Del, Reinders and NIVV, Granny Smith, Gorgeous Gala, Shortie and Royal Beaut. Pear varieties in higher demand are Abate Fetel, Cape Rose, Cape Blush, Early Bon Chretien, Forelle, Packham's Triumph.

For the coming years SAPO would continue to provide the industry with improved plant material with the following focus areas:

- refine and improve its internal database systems
- improved communication with stakeholders
- financial sustainability
- improved business processes and service delivery
- optimising the techniques for virus elimination for horticultural fruit types and cultivars.

SAPO will continue to provide the industry with improved plant material.



As part of FFA's quality assurance protocols, the aerial baiting applications are periodically assessed against a set of technical criteria. Here, independent consultant Rittie Smit (right) is coaching Witzenberg area coordinator, Branden Claassen, on the correct set-up of the measuring method.

Ghian du Toit MANAGER

Oorlog bly maar 'n nare besigheid, en meeste mense sal reken dat oorlog totaal sleg en absoluut ongewens is. Maar tog kan mens iets soos 'n "goeie" oorlog kry, vreemd soos dit mag klink. In hierdie opsig is FFA in 'n konstante "oorlog" gewikkel – die oorlog teen peste! Hiermee dan 'n oorsig van die "oorlog"-strategieë wat FFA inspan om die bio-risiko's wat peste meebring, aan te spreek.

Sterile medfly production

Our production of sterile medflies has been consistent in terms of production and quality, with about 65 million flies produced in the summer program, and about 30 million flies produced in the winter program. The aerial operator who releases the steriles by way of a helicopter is also in the process of improving the Chilled Release Mechanism (CRM) with an upgraded cooling system and optimised flow control.

Aerial baitings

During the 2023/4 season, FFA coordinated a total of 42 statutory aerial baitings (with GF-120NF™) which covered a total of more than 176 000 hectares of commercial orchards and vineyards. Despite some rain and wind during week one of 2024, all the baitings were executed according to schedule and within protocol.

Pest monitoring

FFA has monitored more than 6 000 traps (on a weekly basis) during the 2023/4 season. Our trapping network concerns, among others, international quarantine pests such as the Mediterranean fruit fly (*Ceratitis capitata*) and Oriental fruit fly (*Bactrocera dorsalis*).

For the 2023/4 season, FFA has intercepted the following number of Oriental fruit flies in its 1 200x surveillance trap network:

March/April 2024	Grabouw
May/June 2024	Lower Orange River

For Grabouw specifically, the DALRRD B.dorsalis protocol was executed which entailed, among others, a delimiting survey and aerial baitings. The DALRRD also called out a quarantine area around the point of interception, but it was later lifted after the delimiting survey yielded no more interceptions. The ad-hoc B.dorsalis statutory measure were used to recover the costs across the area, and the donation of 10 x 208 litres of GF-120NF™ from the DALRRD greatly reduced the overall costs for producers.

FFA has also increased its capacity by appointing a new monitoring coordinator, Amy Collop and a new monitor, Jacobus Jantjies). This is in response to new pests (i.e., Spotted Wing Drosophila (*Drosophila suzukii*), and Polyphagus Shot Hole Borer (*Euwallacea fornicatus*) that have entered the scene and need early warning surveillance.



Aerial operator Ross Air is preparing for lift-off to bait commercial orchards in the Warm Bokkeveld on 28 February 2024. The pilot was Ross Howat, and the climatic conditions were ideal for baiting.

Applications

FruitFly Africa has applied for the renewal of a three-year grant from the DALRRD, to subsidise some of the costs of FFA’s program. In principle, the DALRRD has informed us that it has been approved, and the paperwork is in the process of being finalised. This will greatly reduce the costs for producers, which is reason enough to be grateful and overjoyed. Parallel to this, FruitFly Africa also applied for the renewal of a four-year statutory fruit fly levy with the National Agricultural Marketing Council (NAMC). This too has been successful for most of our traditional areas and it will ensure the continuation of vital area-wide integrated pest management measures to safeguard our precious export markets.

Our old friend Mark Twain has nailed a classic truth when he said: “Good decisions come from experience. But experience comes from making bad decisions.”

And this spurs us on to keep improving, keep experimenting, keep fighting the good fight against pests and the various risks they pose.

Our old friend Mark Twain has nailed a classic truth when he said: “Good decisions come from experience. But experience comes from making bad decisions.”

Mishkaat Anderson GENERAL MANAGER

Each new season brings a sense of expectation, yet as the saying goes, “the proof is in the pudding”. The 2023/4 season has been one of the most challenging I have experienced. Some regions saw the season start seven to 14 days earlier than usual, resulting in sub-optimal tree cycles.

The 2023/4 climate led to lower production volumes than previous years. While the winter’s cold initially seemed promising, floods, hail, and rain just before harvest hindered the industry’s ability to achieve expected volumes. Despite this, the season produced quality stone and pome fruit, though variability in pack-out percentages and colour development impacted overall volumes. Adverse climate conditions were exacerbated by loadshedding. On the other hand, table grapes and raisins had a successful season, with raisins setting a record in volume.

Logistical challenges, particularly at the ports, greatly affected the stone-fruit industry. Despite this, Culdevco-licensed plum cultivars performed well in the EU. Many of Culdevco’s plum and pome cultivars achieved top industry prices. Producers increasingly emphasize cultivar selection and return on investment (ROI). Culdevco’s key role in managing pome- and stone-fruit cultivars is crucial for accessing new selections at the ARC.

Collaboration with ARC

Throughout the 2023/4 financial year, Culdevco held meetings with the ARC to discuss the ARC/Culdevco agreement. Culdevco underscored its role as the contracting party, funding breeding programs on a project basis. In a recent steering committee meeting, the ARC mentioned potential changes to their business model. We hope for clarity in our next meeting. Despite this uncertainty, Culdevco has allocated a budget for an ARC project in the 2024/5 financial year.

Workshops between Culdevco, ARC, and shareholders’ technical teams have fostered hope for improved cooperation. All parties recognise the value of a local breeding program, though careful management and coordination is necessary. Culdevco is also assessing table grapes with Provar and needs more vital collaboration with SATI and ARC.

BBBEE affairs

A breakthrough with the ARC seems imminent, allowing us to focus on our core business of breeding, development, and commercialisation of cultivars. Culdevco has 22 nurseries supplying plant material that have submitted their BBBEE status, supporting our BBBEE compliance.

Financial overview

The 2023/4 financial year saw a 7.3% decline in total income, primarily due to reduced tree and production royalties across all fruit categories. Expenses, however, were better managed than in the previous year. Table grape sales remained under pressure due to strong competition from other breeding programs and a lack of new cultivar offerings. Despite lower harvest projections, largely influenced by adverse climatic conditions, Culdevco's stone and pome fruit ranked among the top 10 exported cultivars, with producers achieving favourable prices.

The 2023/4 financial year followed Culdevco's old business model, while the 2024/5 budget adopts a new model approved in November 2023. This new model designates Culdevco as the direct contracting party with the ARC for cultivar breeding, committing 20% to project costs relating to any evaluation characteristics of ARC-bred cultivars.

This year marks a shift with the approval of a dividend policy, enabling a dividend pay-out to shareholders in 2024/5. The new model also includes a reserve fund provision.

Cultivar development

In the 2024/5 season, Provar is evaluating 11 pear cultivars, four peach cultivars, five plum cultivars, and three rootstocks. Plum varieties are in the advanced stages of evaluation, and a semi-commercialisation phase will be adopted. Culdevco will continue to collaborate with Provar to ensure each of the fruit industries are well represented in cultivar development and to ensure that Culdevco manages selections optimally.

The ARC has provided a model for Culdevco to access new plant material. However, this is a process of elimination, and it is envisaged that Culdevco will reap the benefits once this process is done.

International marketing

International marketing efforts have been fruitful. Recent visits identified strategic partners, and ensuring cultivar continuity between the southern and northern hemispheres. International production royalties continued to show a positive trajectory.

Organisational development

Organisational development continues, particularly with the new business model positioning Culdevco as the contracting party. Given potential new selections and agreements with the ARC, both shareholders and the board must focus on Culdevco's long-term sustainability.

Acknowledgements

I thank the Chair and Board of Directors for their guidance over the past two years. I also appreciate the producer association and the producers I work with daily for their continued support. I am also grateful to Cultipowered for its role in our industry's growth and Culdevco's positioning. Let us continue to implement sustainable strategies to ensure Culdevco's on-going success.

Cheeky/Cape
Rose variety



Cultipowered NPC

Dr Konanani Liphadzi CHAIRPERSON

Cultipowered is a non-profit company (NPC) whose main objective is to facilitate and fund empowerment and transformation within the fruit industries with special emphasis on the shareholders of Culdevco (Hortgro, SATI, Raisins SA and the CFPA). The company is positioned to open doors for co-operation and partnerships with a multitude of stakeholders, including government, and state-owned companies such as the Agricultural Research Council (ARC). Cultipowered NPC holds a 51% equity stake in Culdevco and thereby strengthening the fabric of society within the fruit industries.

In the past two years, groundwork was done to get Cultipowered NPC operational. Four directors were appointed, representing the major shareholders, led by an independent chairperson. A high-level strategic plan was developed which gave the company clear direction in terms of its purpose and objectives.

Enterprise development and support

During the 2023/4 reporting period, two table grapes farms in the Cape Winelands were supported with energy generation infrastructures to mitigate against and minimise the risks of loadshedding during the irrigation and harvesting period.

In order to ensure that the targeted beneficiaries have access to good quality planting materials, two stone- and pome-fruit farms were supported with seedlings through the SAPO.

Bursaries

A sponsorship of 10 bursaries was awarded to deserving students at the Vine Academy and Model Farm studying towards a National Diploma in Plant Production with a Specialisation in Viticulture NQF 5, SAQA ID 49010. The funding helped in alleviating financial burden and enabling the students to pursue their academic goals.

In November 2023, Porchia Carstens resigned as a founding director and independent chairperson of Cultipowered NPC. We want to extend our heartfelt appreciation for her leadership and contribution to Cultipowered NPC and the industry. Dr Konanani Liphadzi was appointed in the vacancy and has also taken over the chairmanship of the company.

We look forward to 2025 with excitement and anticipation for the opportunities that it will present.

Michael Brinkhuis CEO

In late 2018, the deciduous fruit industry embarked on an ambitious task to implement a programme aimed at addressing what was considered a critical shortcoming in the industry, namely to assist new entrants and typically first generation black businesses in the deciduous fruit industry and its value chain, to overcome the challenge of accessing suitably structured and costed finance to improve their meaningful participation in the fruit industry value chain.

While the mandate of Hortfin was to implement an industry-based debt fund that would provide custom-made financial products to eligible businesses in the pome- and stone-fruit as well as table- and wine-grape industries, the long-term vision was to create a network of collaborations among various partners in the public and private sector to augment and collaborate to create opportunities and make resources available to achieve a greater impact in the agriculture development space. Hortfin was established through seed funding from the Deciduous Fruit Producers Trust (Hortgro), SA Wine Transformation Unit (Vinpro) and the SA Table Grape Industry (SATI) which was supplemented by a grant contribution from the Jobs Fund.

This industry-led initiative had transformation, the expansion of the deciduous fruit industry and the expansion of the industry and its value chain as the key pillars.

Die industrie-vennote wat die Hortfin-fonds van stapel gestuur het, se in diepte kennis van die nuwe generasie/toetrederbesighede wat in die bedryf aktief is, het die werksaamhede van die fonds en die evaluering van aansoekers vergemaklik. Dit het ook die bedrywe in staat gestel om besighede wat reeds vantevore deur ander intervensies ondersteun was, te kanaliseer en te ondersteun om hul besighede te bevorder.

Die nabye betrokkenheid van die bedryfsorganisasies met die toeganklikheid tot hul bronne van kundigheid en ander ondersteuning, het die Hortfin-inisiatief grootliks bevoordeel. Hierdie kennis en hulp is aangewend in prosesse om tegniese assessering van aansoeke ensovoorts te doen en om besighede te ondersteun voor en na investering (sogenaamde “pre- and post investment support”).

Hortfin operations

Hortfin's match funder partners changed midway through the programme from Land Bank when three commercial banks namely FNB,

Nedbank and ABSA joined the collective and started co-financing transactions alongside Hortfin. Since Hortfin's inception, the Western Cape Department of Agriculture has been a keen supporter of the programme. The Department was also able to support several qualifying projects over the period enabling the businesses to access loan finance from Hortfin.

Accomplishments

To date Hortfin approved loans to 26 businesses mainly for term loans and working capital facilities. The combined loan book of just over R450 million provides debt facilities to organisations operating across the primary as well as the value chain of the deciduous fruit industry. Seventeen of the cohort of businesses are 100% black-owned entities and a number of these are family-owned.

To date the Hortfin programme enabled the deciduous fruit industry to create 1 978 new jobs (67 permanent, 1881 seasonal, and 30 short-term), train 55 individuals, establish 96 ha of new orchards and vineyards, and enabled the acquisition of a variety of farming implements and other equipment and finance the expansion of infrastructure (buildings, packhouses, cold stores) of more than 2 210m².

As is the character of agriculture, not everything went according to plan and several of the funded businesses are having a challenging time to remain sustainable. However, if one considers the severe impact of external environmental and operational factors the businesses had to navigate through, such as Covid-19, the logistic challenges and port inefficiencies, the abnormal and extreme weather occurrences together with the world geopolitical uncertainties, one must spare a thought for these start-ups and first generation businesses, which showed great resilience to have weathered the “storm”.

Die implementeringsfase met Jobs Fund se finansiële ondersteuning het op 30 Junie 2024 gesluit. 'n Daadwerklike poging is tans aan die gang om nuwe beleggers te kontrakteer en gesprekke is onderweg met verskeie entiteite om 'n tweede finansieringsprogram van stapel te stuur. Die Hortfin-program het bewys dat 'n goed deurdagte plan met doelgerigte en effektiewe implementering en 'n passievolle bedryf wat dit ondersteun, 'n groot bydrae kan maak tot die bedryf as geheel gegewe die ekonomiese groei en werkskepping.

Groot waardering kom al die inisieerders, belanghebbers, vennote, befonders en ondersteuners toe vir hul bydraes, opoffering en positiwiteit om hierdie projek gestalte te gee en tot op datum deur te voer.

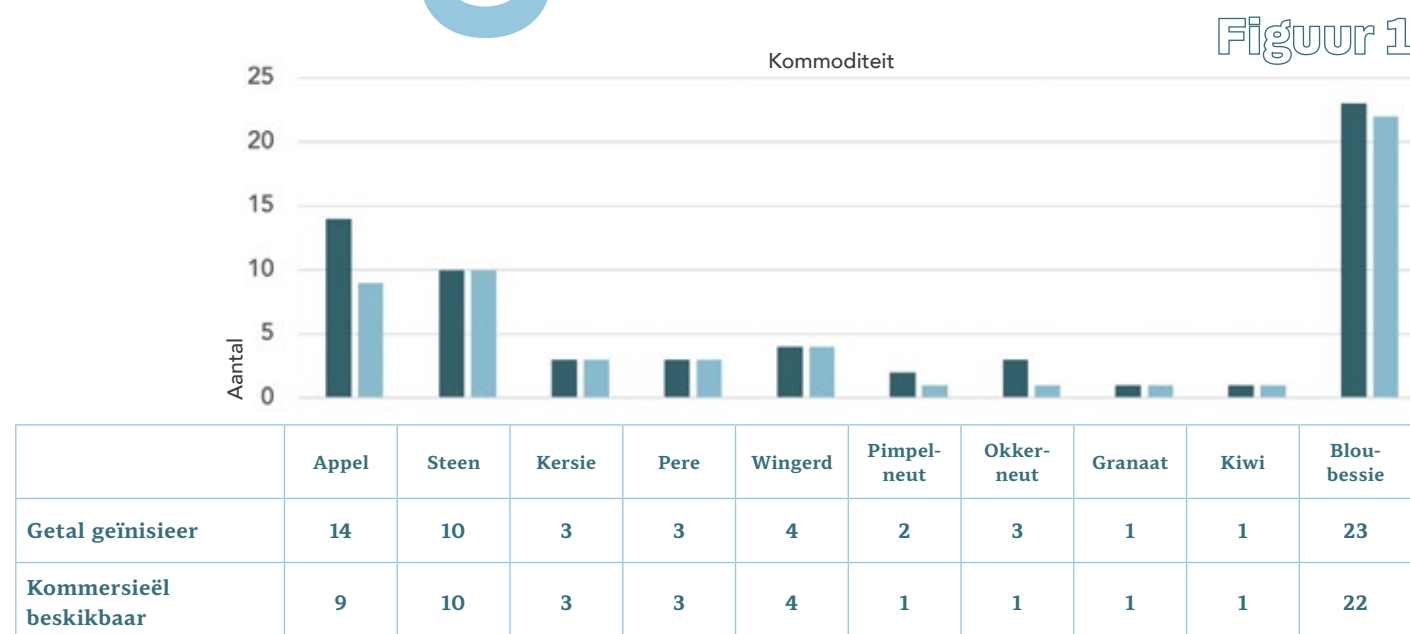


The long-term vision was to create a network of collaborations to augment and create opportunities and make resources available.

Charmaine Stander Laboratorium- bestuurder

Die Tissue Culture Facility (TCF) het die afgelope jaar sy vierde bestaansjaar gevier.

Op 18 April 2024 is TCF se eerste inligtingsdag gehou. Hierdie dag is spesifiek gebruik om die bedryf bewus te maak van die belangrike rol van weefselkultuur. Die dag is bygewoon deur produsente en belangstellendes uit die bedryf. Die dag se bywoning was uitstekend en die lesings was baie goed ontvang. Baie relevante lesings is aangebied, onder andere deur Prof Lizel Mostert en Kootjie Viljoen. Lizel het gefokus op hulle kankerpatogeennavorsing in kwekerybome en gewys dat weefselkultuurmateriaal skoner is in vergelyking met gewone/ tradisionele plantmateriaal. Kootjie het gesels oor sy ervaring met weefselkultuurbome. Daar was heelwat navrae en belangstelling tydens die dag en ook na die tyd.



Die aantal kultivars in TCF-laboratorium gevestig 2020 - 2024

Figuur 2 Kwarantynlyne ontvang

Dit is ongelooflik om te dink dat daar so baie reggekry is in so 'n kort tydjie. Daar is in totaal reeds 20 kern- en 10 steenvrugonderstamme geïnisieer waarvan 25 se protokolle in die laboratorium geoptimeer is vir kommersiële produksie (**Figuur 1**). Daarmee saam is daar ook bronmateriaal van wingerd-onderstokke, pimpleneute, okkerneute, granaat, kiwi en bloubessies suksesvol in die laboratorium gevestig.

Die afhardingsprotokolle van 80% van die kultivars is ook reeds in die tunnels gevestig en onder die knie gekry.

Daar is in totaal reeds 33 kultivars binne die in-vitro kwarantyn-fasiliteit ontvang waarvan 19 reeds suksesvol deur die proses geneem en vrygestel is. Van die oorblywende 14 lyne in kwarantyn is 10 lyne eers onlangs ontvang en sal eersdaags in die afhardingsfase wees.

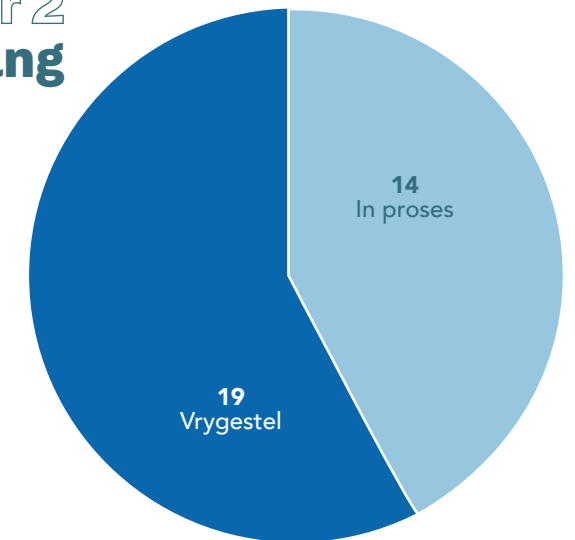
Die afgelope jaar is daar baie tyd en energie spandeer om die eerste peer-onderstamme, BP-1 (**Figuur 3**) en die okkerneut-onderstam, Vlach (**Figuur 4**) te vermeerder en die onderskeie afhardingsprotokolle te optimeer. TCF het daarin geslaag om beide hierdie onderstamme suksesvol af te hard en het ook die eerste onderstamme aan die kliënte voorsien.

*TCF is 'n ontsettende groot
strategiese bate vir die bedryf*

Alhoewel TCF heelwat gevorder het met die protokolle, bly dit 'n uitdaging om die bestellings wat geplaas word vroegtydig te kry. Dit is onmoontlik om materiaal in 'n paar maande te verskaf aangesien die materiaal in die laboratorium eers vermeerder moet word en dan afgehard moet word. Hierdie proses kan enige iets tussen 12 – 18 maande neem afhangende van die getal plante wat benodig word.

Dit is derhalwe belangrik dat voornemende kliënte hulle bestellings lank genoeg voor die tyd plaas om teleurstelling te voorkom.

TCF is 'n ontsettende groot bate vir die bedryf en alles moontlik word gedoen sodat die volgende jare sal voortbou op die fondasie wat die afgelope vier jaar gelê is.



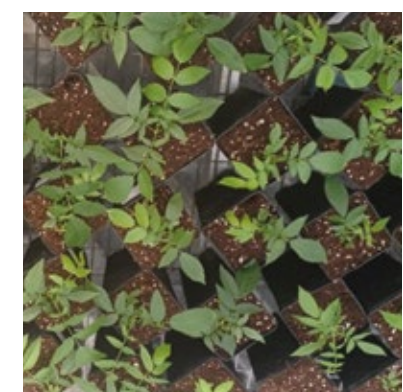
Kwarantynlyne deur
TCF ontvang en vrygestel

Figuur 3



Die eerste Peer BP-1-
onderstam afgehard

Figuur 4



Okkerneut Vlach-
onderstam afgehard

Sagtevrugteplant- verbeteringsvereniging

Rachel Kriel BESTUURDER PLANTSA*

Plantverbetering is 'n integrale deel van die waardeketting vir die produksie van sagtevrugte waarsonder daar geen nuwe of verbeterde kultivars of klone vir die bedryf beskikbaar sal wees nie. Die proses van plantverbetering bestaan uit drie komponente, naamlik:

- die teel, invoer of seleksie van nuwe of verbeterde genetika
- fitosanitêre verbetering deur die verwydering van skadelike patogene of prosesse om die besmetting van plantmateriaal en plante, met patogene, te voorkom
- die fisiese kwaliteit van plantmateriaal, wat minimum standaarde vir materiaal daarstel om te verseker dat lewenskragtige bome sonder enige fisiologiese gebreke gekweek en gelewer word.

Sertifisering is nie 'n voorvereiste vir die toepassing van plantverbetering nie, maar sertifisering bevestig wel dat plantmateriaal, prosesse, of fasiliteite beoordeel en/of geouditeer is en voldoen aan 'n stel hoër standaarde soos voorgeskryf deur die toepaslike owerheid, in die geval die Sagtevrugteplantsertifiseringskema. Plant SA, as 'n onafhanklike nie-winsgewende maatskappy, is deur die Raad van die Sagtevrugteplantverbeteringsvereniging (SPV) gemagtig om sertifiseringsdienste aan die bedryf te lewer as 'n versekering dat gesertifiseerde plantmateriaal en kwekerybome aan die vereistes van die skema voldoen. Wanneer bome aan die sertifiseringsvereistes voldoen word 'n amptelike etiket aan die bome geheg as bewys van voldoening.

Deelname aan die skema is tans vrywillig en geen entiteit betrokke by die proses van plantverbetering of die kweek van bome is verplig om by die SPV te registreer as deelnemer nie. Die sertifiseringsproses is ook slegs van toepassing op plantmateriaal en bome wat deur deelnemers aangebied word vir insluiting in die skema. Die afgelope (2023/4) seisoen het slegs 30% van kwekerybome vir sertifisering gekwalifiseer. Daarbenewens het 10 kwekerye 'n totaal van 428 617 ongesertifiseerde bome vir inspeksie aangebied. Dus kon daar vir slegs 45% van alle gekweekte bome deur Plant SA bevestig word dat die bome hetsy kwalifiseer vir sertifisering, of ten minste aan die minimum vereistes van die Plantverbeteringswet, 1976 (Wet nr. 53 van 1976) voldoen. Hierdie situasie is nie volhoubaar nie en 'n proses om veranderinge in samewerking met die Departement van Landbou aan te bring is geïnisieer.

Turnaround strategy

According to the 2023/4 nursery figures for trees propagated, the downward trend of the past five years, which reached a 14-year low in 2023, is now showing signs of improvement. In 2024, 310 219 more trees were lifted compared to 2023. Additionally, the number of trees replanted or left over in nurseries were significantly lower in the last season in comparison to the previous six years, an indication that the industry is recovering from the tough period it experienced the past four to five years.

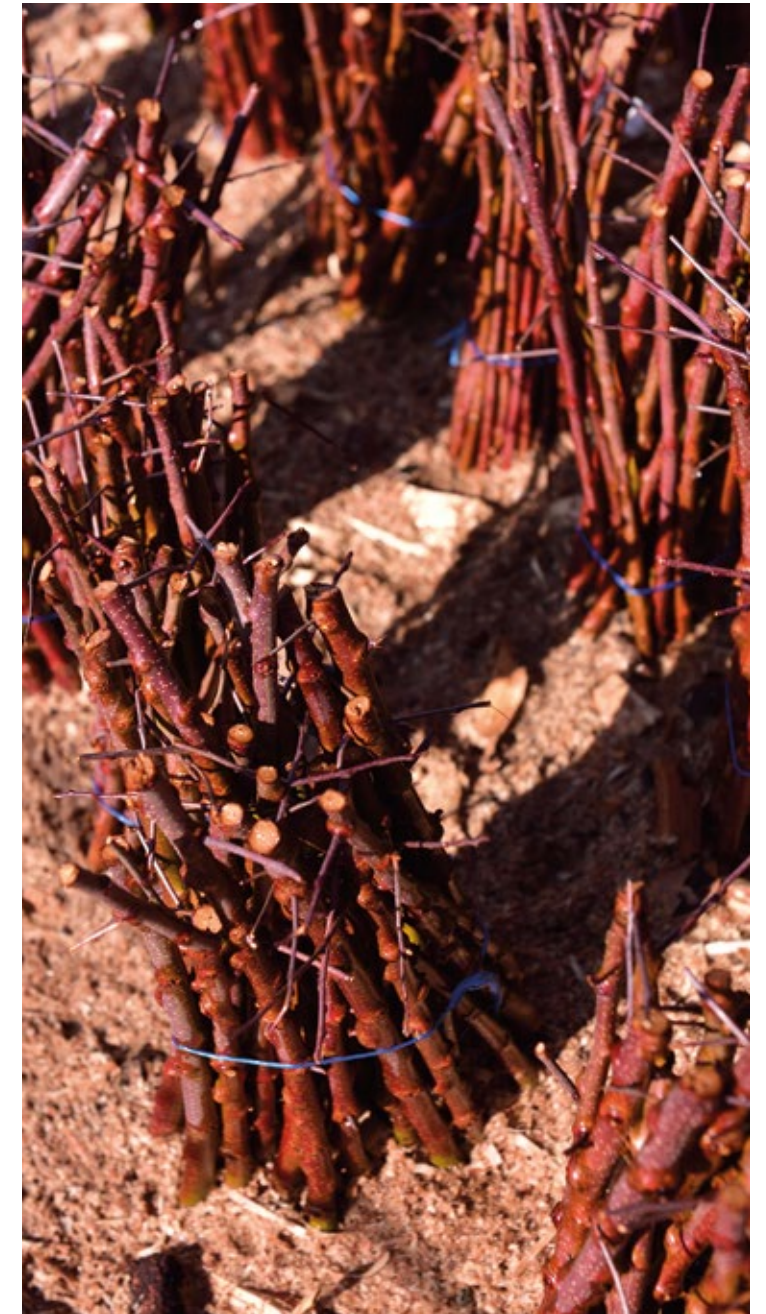
In 2023 the Deciduous Fruit Plant Improvement Association (DPA) partially adopted the implementation of a Plant Improvement Plan. In accordance with the plan a comprehensive review of all standard operating procedures related to plant improvement activities was initiated in 2024. This included the procedures for the registration of new clones, the registration of block units as well as the handling of plant material in these units. This on-going process serves to ensure broader participation by the current Plant Improvement Organisations as well as providing an opportunity for new entities to register as members.

The adoption of a new standard operating procedure allowing the registration of tissue culture facilities, and the certification of in vitro propagated rootstocks was an important part of the implementation plan. Previously certified scion material budded onto uncertified in vitro rootstocks, did not qualify for certification. The effect of the inclusion of risk-free in vitro rootstock material in the certification scheme has already made a significant impact on the number of certified rootstocks (a 40% increase) utilised for propagation of trees for the 2024/5 season.

The value of certification and compliance can be demonstrated at the hand of the viroid that causes Plum marbling. Plant SA has effectively overseen the implementation of a testing regime to eliminate infected plant material from the system. The certification process of propagation material and nursery plants (88% for plums) ensures that the stringent standards of the Scheme are met. This meticulous process guarantees the health, quality, and authenticity of plant material distributed to growers, fostering trust and reliability within the industry.

Collaboration remains a cornerstone of the successful application of the scheme and in 2024 Plant SA has forged strategic partnerships with governmental bodies, research institutions and industry stakeholders, locally and abroad. These alliances are crucial in implementing regulatory measures, facilitating knowledge exchange, and promoting the adoption of best practices throughout the propagation value chain.

The instrumental role of the DPA in applying the requirements of the Plant Improvement Act, Plant Breeders' Rights Act, and Plant Health Act within the scope of plant improvement and propagation will be expanded in future. By ensuring these legislative acts are strictly adhered to, the protection of plant breeders' rights, the promotion of healthy plant material, and the development of improved fruit varieties will provide the deciduous fruit industry with a competitive edge in the international arena.



Wanneer bome aan sertifiseringsvereistes voldoen word 'n amptelike etiket aan die bome geheg as bewys van voldoening.

Nic Dicey CHAIRPERSON

The Deciduous Fruit Industry Development Trust (DFIDT) was set up to manage funds that were earmarked for the industry by the Deciduous Fruit Board at the time of deregulation of the industry in 1997. Proceeds are generated from an initial R13.2 million capital contribution and are allocated to and utilised by beneficiaries in the Deciduous Fruit Industry. Six trustees, two of whom are industry nominated (Nic Dicey, Lien Visagie), and four who are ministerial appointees (Dr E. Blancquaert, N. Williams, W. Petersen, J. Mthombeni), have the duty to discuss and determine how the proceeds are allocated.

Previous beneficiaries included 10 bursary applicants, all of whom successfully completed their studies in Agriculture. The trustees, however, felt that bursaries are offered by various other entities and donors and that the DFIDT could make a more meaningful impact by investing in economic development and business skills training. From 2021/2 the trust invested in a feasibility study in the Free State to determine the potential of three farms involved in pome- and stone-fruit production. The findings of this study enabled funders or investors to evaluate these businesses for possible investment.

Aan die einde van 2023 het die trustees 'n behoefte aan die ontwikkeling van besigheidsvaardighede vir entrepreneurs geïdentifiseer en daarom begin deur moontlike diensverskaffers met bestaande projekte te nader. Hierdie diensverskaffers moet 'n betekenisvolle impak op die bedryf kan maak met die fondse wat deur die trust beskikbaar gestel is. Twee diensverskaffers is aangestel en die 18–24-maande projekte het onlangs afgeskop. Die trustees sien baie uit na die spreekwoordelike vrugte wat hierdie belegging gaan lewer en die impak wat dit op die bedryf as geheel sal maak.



Workers received financial management training

Vrugtewerker- ontwikkelingstrust

Wimpie Paulse VOORSITTER

Die Vrugtewerkerontwikkelingstrust (VWOT) kan met groot dankbaarheid terugkyk op die afgelope jaar, ten spyte van baie uitdagings in die landboubedryf en in Suid-Afrika. Die mense van die vrugtebedryf bly landbou se grootste bate en ons glo die trust kon 'n positiewe bydrae maak tot die welstand van die bedryf se mense.

VWOT maak winsgewende beleggings en wend dan die opbrengste daarvan aan om sy begunstigdes se lewenskwaliteit te verbeter, deur onder meer opleiding. In 'n poging om landbouwerkers te bemagtig is daar vanjaar 'n opleidingsprogram geloods wat die finansiële welstand van die werkers aanspreek. PROCARE, die projekteier, se fokus was op finansiële selfstandigheid en daarom is daar gekyk na begrotings, skuld, spaar en beleggings, verbruikersregte ens. Hulle redenasie is dat iemand wat in beheer is van sy eie finansies, se stres minder is en dit het 'n positiewe impak op algemene gesondheid.

Nie net is daar na finansiële kennis en insig omgesien nie, maar die trust kon ook in hierdie jaar 'n finansiële bydrae maak deur 'n dividend aan die begunstigdes uit te betaal. In die huidige ekonomiese klimaat is geen bydrae te gering nie.

The trustees would like to thank the administrative and investment partners, Hortgro and Agrifusion, who ensures that all processes are completed on time and according to plan. Myself as chairperson of FWDT, would also like to express my gratitude to my fellow trustees Anton Rabe, Dr Konanani Liphadzi and Dora Ndaba. Your support and advice make my job so much easier.

The challenge of social upliftment and to further the quality of the lives of our farmworkers is not easy, but FWDT is up to the challenge. We are looking forward to a future where we can make a meaningful difference in their lives.

CHAPTER FIVE

Hortgro in pictures

- 1:** Luzuko Siphoki and Anton Rabe at the TCF pistachio plantlings
2: Astrid Arendse and Vivian Jakobs



- 3:** Jason Baartman performing at the Agri's Got Talent 10 Year Showcase Concert
4: Agri's Got Talent 10 Year Showcase concert at Die Taalmonument, Paarl

- 5:** Dean Barnard, Wes-Kaap Jongboer van die Jaar. Inset: Guinness World Records heaviest plum (Kristy Kolberg)



6: Hortgro Legacy Foundation custodians: Trustees - Anton Rabe, Nic Dicey, Prof William Gumede (Patron) and Angelo Petersen (Chairperson HLF) **7:** The Hortgro Legacy Foundation was launched in March 2024



8: Dora Ndaba ontvang die 1662 Bedryfstoeckenning van Louis van Zyl **9:** Hortgro Awards: Angelo Petersen, Johan Hopkins en Pieter du Toit **10:** Francois Williams ontvang die Izithelo Mediatoeckenning van prof. William Gumede **11:** O.S.H. Reinecke Bedryfsleiertoeckenning gaan aan Pieter du Toit (links), Nic Dicey, die Hortgro voorsitter oorhandig die prys



12: Beste Hortologie-
student 2022, Cara van
der Westhuizen, by
prof. Elke Crouch
13: TCF Open Day,
Nigel Cook, Hugh
Campbell, Rachel Kriel,
Frederick Voigt,
Prof Lizel Mostert,
Kootjie Viljoen



12



13



14



15



16



17

14: Beursfunksie: André Smit,
Astrid Arendse, Pieter du Toit,
Nic Dicey and Anton Rabe
15: At the Hortgro Technical
Symposium: John Dobson, Prof
William Gumede and Dr Mogale
Sebopetsa **16:** Symposium: Hugh
Campbell, Iwan Labuschagne,
Markus Bradlwarter, Stephen
Rabe, Prof Gerard Pietersen
17: Transformation Showcase
at Dwarsberg Farm



18



19

18: In Memoriam: Robert Zulch.
19: Hendrik Pohl van Holistichorticulture praat grondgesondheid
20: Healthy soil



20



21

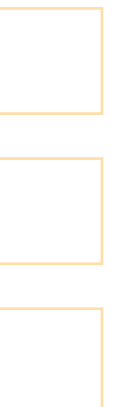
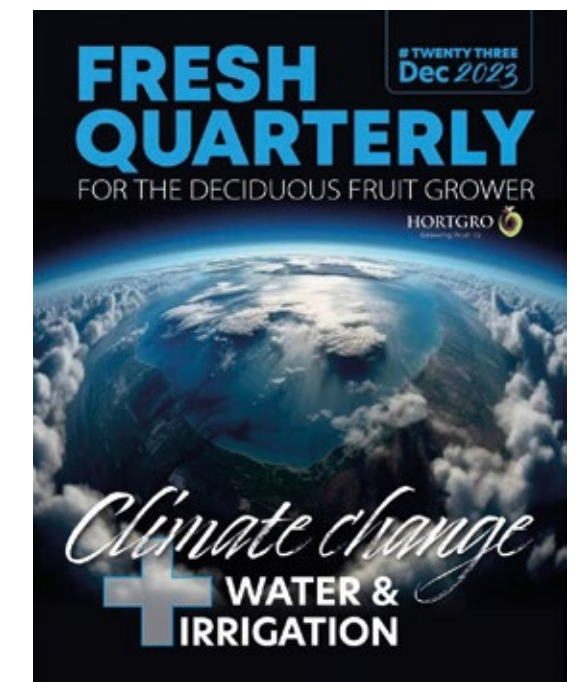
21: Dirk Crafford, Mariette Kotzé en Louis van Zyl
22: Dwarsberg Farm A-Team: Larry Whitfield, Liza Ambraal, Kobus Koegelenberg.
23: Happy Workers' Day



22



23





25

24: SAPO turns 50: Jacques Jordaan and Christo Stemmet are doing a sabrage **25:** Dr Minette Karsten, the new Hortgro Science Crop Protection Manager **26:** Hortgro kry 'n spesiale toekenning van die Wes-Kaap Departement Landbou **27:** Industry networking: Nicholas Dicey, Minister John Steenhuisen and Charl Stander



24



26



27



28



29

28: Hortgro beurshouers by die Beursfunksie in Stellenbosch **29:** Mariette Kotzé, Nic Dicey, Cynthia Mahlathi, Minister John Steenhuisen, Jacques du Preez and Angelo Petersen

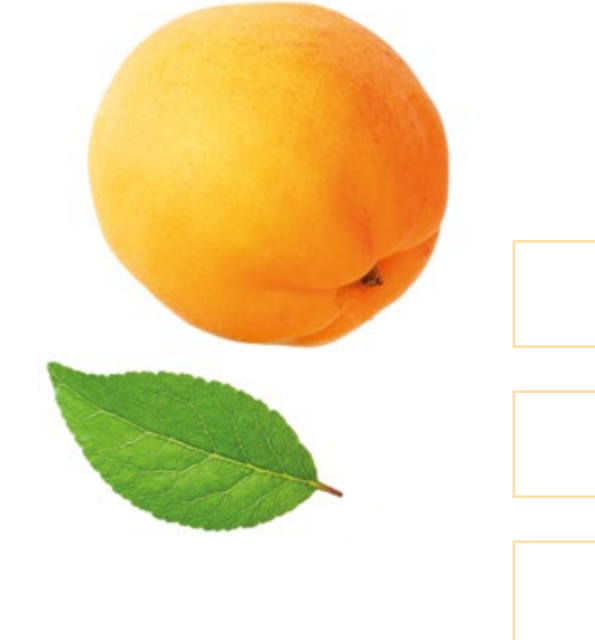


30: Stone Fruit Seminar: At the back, Charl Stander, Sheila Storey, Prof Karen Theron, Wilhelm Naude, Hendrik Pohl, Bennie Diedericks. In front, Pierre Rossouw, Dr Minette Karsten, Prof Wiehann Steyn and Hannes Laubscher.

31: Langkloof Seminaar en Boordstap 2023



32: Matthew Addison, Linka Maritz and Julia Meitz-Hopkins at the AMR workshop **33:** Markus Bradlwarter at the Pome Fruit Field Day. **34:** Rain or shine Pome Fruit Field Day **35:** Team Hortgro Science, Marno van der Westhuizen, Wiehann Steyn, Nanike Esterhuizen, Minette Karsten and Matthew Addison



36: Lindy Sigonyela and Minister Ivan Meyer **37:** Louis van Zyl and Anton Rabe **38:** PHYLA/PHI visit: James Mehl, Sunita Kalan, Renate Smit, Shelley Johnson



36



37



38



39

39: Hugh Campbell
40: Minister Ivan Meyer and Mariette Kotzé



40



41



42

41: Logistics meeting: AJ Griessel, Jacques du Preez, Justus Siebrits, Charl Stander, Anton Kruger and the late Minister Pravin Gordhan
42: Hugh Campbell, Wiehann Steyn and Angelique Pretorius



GO NTAGTS



HORTGRO | Executive Director

Anton Rabe | anton@hortgro.co.za

HORTGRO POME | DFIDT | Chairperson

Nic Dicey | ndicey@laplaisante.co.za

HORTGRO STONEHORTGRO STONE | Chairperson

André Smit | andre@fruitecsa.co.za

MANAGEMENT SERVICES | Hortgro General Manager

Louis van Zyl | louis@hortgro.co.za

COMMUNICATIONS | Group Manager

Elise-Marie Steenkamp | elise-marie@hortgro.co.za

TRADE AND MARKETS | General Manager

Jacques du Preez | jacques@hortgro.co.za

INFORMATION AND MARKET INTELLIGENCE

| General Manager Support Services

Mariette Kotzé | mariette@hortgro.co.za

HORTGRO ECONOMIC DEVELOPMENT Manager

Cynthia Mahlathi | cynthia@hortgro.co.za

LEARNING AND DEVELOPEMENT | Human Resources Manager

Astrid Arendse | astrid@hortgro.co.za

HORTGRO SCIENCE | General Manager

Wiehann Steyn | wiehann@hortgro.co.za

PLANT MATERIAL MANAGEMENT | General Manager

Hugh Campbell | hugh@hortgro.co.za

HORTGRO CHERRIESZA | Chairman

Piet Bosman | pietb@dutoit.com

DTF | Chairman

Ben Kotzé | ben@longacre1.co.za

SAPO | Acting CEO

Jacques Jordaan | jacques@cfpa.co.za

FRUITFLY AFRICA | Manager

Ghian du Toit | ghian@fruitfly.co.za

CULDEVCO | Manager

Mishkaat Anderson | mish@culdevco.co.za

SPV | Manager PLANTSA

Rachel Kriel | rachel@plantsa.co.za

HORTFIN | CEO

Michael Brinkhuis | michael@hortfin.com

TCF LABORATORY | Manager

Charmaine Stander | charmaine@tissue-culture.co.za

TCF NURSERY | Manager

Leander Gagiano | leander@tissue-culture.co.za

FRUIT WORKERS' DEVELOPMENT TRUST | Chairman

Wimpie Paulse | wimpie@graaff-fruit.com

HORTGRO GENERAL

021 870 2900 | info@hortgro.co.za

www.hortgro.co.za





HORTGRO

Growing Fruit IQ



258 Main Road, Paarl, 7646
+27 (0)21 870 2900
www.hortgro.co.za